

Sales Management

APR 13 1942

Liberty

The **#1** BUY

in the **#1** MARKET

E D C B A

America's Number One Market is the Great Middle Class—the people earning between \$1,000 and \$5,000—the B, C, & D income groups. This great group is

responsible for 69% of all retail buying (and they're doing better than ever today!)

Liberty places 88% of its circula-

tion in this Great Market Place—hits harder per advertising dollar than any other magazine—is the Number 1 Buy in This Number 1 Market!

APRIL 10, 1942

SURVEY OF BUYING POWER

\$1.00 A COPY

I DON'T KNOW MUCH ABOUT ART
BUT I KNOW WHAT I LIKE!



A TIP FOR THE CHAIRMAN OF THE BOARD

If your company is being forced to change packages because of material shortages—and if your executives have called in packaging engineers and designers to work out a new dress for your product—and if they've finally narrowed the choice down to three or four styles when you're called into the meeting—*don't for heaven's sake give them the benefit of your experience!*

Just say to them—"Gentlemen, let's put it up to the housewife first, after all she's going to use the product—and then you better ask the dealer too—he'll have to sell it. I would suggest you call Ross Federal at once. Good day, gentlemen."

If you contemplate changes in package or prod-

uct send for a Ross Federal Research consultant to explain the technique of dealer and consumer pre-testing of packages, designs, contemplated names, slogans, etc.

WHAT ROSS FEDERAL DOES*

CONSUMER INTERVIEWS

Person to person—by telephone or mail

RADIO COINCIDENTAL SURVEYS

CONFIDENTIAL SHOPPING STUDIES

DEALER INTERVIEWS

Inventory and point of sale display checking

READERSHIP STUDIES

OUTDOOR ADVERTISING CHECKING

TRAFFIC CHECKING

*For a detailed presentation of Ross Federal's many research services write for a copy of **SOUNDINGS**.

ROSS FEDERAL RESEARCH

CORPORATION • 18 EAST 48TH STREET, NEW YORK

AND 31 KEY CITIES FROM COAST TO COAST

FIRST with the Facts!

Sales Management

VOL. 50, NO. 8

APRIL 10, 1942

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<i>New England</i>			<i>East South Central</i>		
Maine	68	74	Kentucky	187	196
Vermont	68	81	Tennessee	190	196
New Hampshire	70	76	Alabama	192	198
Massachusetts	70	78	Mississippi	194	198
Rhode Island	72	83	<i>West North Central</i>		
Connecticut	74	86	Minnesota	202	220
<i>Middle Atlantic</i>			Iowa	206	221
New York	94	108	Missouri	210	222
New Jersey	102	113	North Dakota	214	222
Pennsylvania	104	116	South Dakota	215	222
<i>South Atlantic</i>			Nebraska	218	226
District of Columbia	120	140	Kansas	216	224
Delaware	120	140	<i>West South Central</i>		
Maryland	120	140	Arkansas	228	240
Virginia	122	140	Louisiana	229	242
West Virginia	124	142	Oklahoma	230	242
North Carolina	125	142	Texas	233	243
South Carolina	130	144	<i>Mountain</i>		
Georgia	133	145	Montana	244	252
Florida	137	146	Idaho	245	252
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Michigan	168	182	Utah	250	253
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			Oregon	256	262

For special facts and figures on Hawaii, see page 268

1942 SURVEY OF BUYING POWER

Sales Management

13th Annual Edition

Here You Will Find for Sections, States, Counties, Cities and Trading Areas Exclusive Figures of Retail Sales, Effective Buying Income and Other Indices of Buying Power, with Census Data on Population, Families, Farms, Owner-Occupied Dwellings, Rental Value.

A YEAR ago on this page, we said that the last half of 1940 exceeded the 1929 average on income produced and paid, and that "momentum has increased thus far in 1941, with the consequent probability that the full year will show an all-time high." Then we put ourselves away out on the end of a very slender limb by asking readers to check us on this day on a prediction that Effective Buying Income in 1941 would be \$83,028,000,000. That should go down on the record as a prize example of conservative estimating.

Effective Buying Income for the full year of 1941 reached \$91,119,967,000 and topped the 1929 total by nearly ten billion dollars.

Retail Sales likewise hit a new all-time high with \$54,299,981,000 — roughly five billion dollars better than the 1929 figure.

Last year the average American family had an Effective Buying Income of \$2,614 as against \$2,133 in 1940; the same family spent last year for retail sales \$1,562 as against \$1,317 the previous year.

On both a per family and a per capita basis Effective Buying Income and Retail Sales were higher than in the Boom-and-Bust year of 1929, and *real* purchasing power was even further ahead because the average price level of 1941 was about 12% lower than 12 years ago. However, increased taxes offset this to a

This is SALES MANAGEMENT's 13th annual study of income and expenditures by the nation's civil divisions. Progressively each year these original and exclusive estimates have been used and accepted more widely not only in the world of marketing, but also in the nation's courts, and by the Government's administrative departments. Here—and here only—can you find for all civil divisions down to cities of 10,000 population the answers to *all* of these questions:

Where people live

How much they have to spend

How much they do spend

Where they spend it

Marketing facts and figures have undergone a revolution since 1940. First came the changed potentials as revealed by the 1940 census of population and retail sales, wholesale sales, farms and manufactures. Next came an extraordinary change in our economy brought about by defense spending. Although new official census figures are not available on population, the impact of defense spending is shown for every county and city in retail sales and Effective Buying Income. Approximately 87% of the data presented herewith (34 out of 39 columns) is either original material developed by SM's Research Department or adapted from Government figures to a more easily usable form.

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The 1941 edition of this Survey had an extraordinary history of useful application. There was constant year-round response from manufacturers and their advertising agencies, from advertising media, chambers of commerce, government bureaus and departments, and others too numerous to mention.

This the 13th annual edition, was planned fully as much by readers as by the editorial department. The decision on what to retain and what to add was based upon a careful analysis of the steady flow of requests and comments from readers. Editors made many trips to subscriber's offices to study the uses being made of the Survey of Buying Power figures.

EFFECTIVE BUYING INCOME VERSUS RETAIL SALES: In many sciences, such as physics and chemistry, the relationship and the degree of relationship existing between two or more variables can be measured exactly; while in economic and other social sciences it is necessary to employ statistical analysis of correlation in order to ascertain the degree of the relationship that exists between two or more series of economic data, which in our particular case are Effective Buying Income and retail sales. Correlation is the character and degree of relationship existing

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between two or more variables, in which the movement of one tends to be accompanied by a similar movement of the other.

To ascertain the character and measure the degree of correlation existing between two or more variables requires a mathematical technique—now an established process—that is both long and complicated. For several years SALES MANAGEMENT has used correlation on a *national* basis to ascertain the character and degree of relationship that exists between various series of economic data.

Our studies show, for example, a relationship between Effective Buying Income and retail sales which varies nationally from year to year, and varies greatly from state to state. Causes of these state variations are many: The amount of average income is one. If the average income is on a bare-subsistence level, it is probable that retail sales, plus an allowance for rent and service items, will equal income. In a more prosperous state some 10 or 15% of the income will go into savings in a normal year. Climate is another controlling factor. Percentage of owned homes is another. Accessibility to fertile soil is another. Congestion of population and transportation facilities are other factors.

During the past year our research director, Ray B. Prescott, has developed a new technique for extending the use of the correlation process to counties and cities. Relationships between Effective Buying Income and retail sales have been discovered which permit the limiting of the degree of error in the estimating. The relationships vary by sections, by states, by size of community and by the amount of purchasing done in a county or city by out-of-county and out-of-city residents.

This greatly amplified use of correlation, plus the availability of the new census figures, makes possible not only a material improvement in this Survey of Buying Power, but also enables us to predict months in advance within a reasonably probable error, the coming monthly Effective Buying Income by states and retail sales for principal cities.

These variations in the percentage of income which go into retail sales range from a high of 78% in New Mexico to a low of 50% in New York, with the national average being 60%. The low-average percentage for New York and other states of large population and a high degree of industrialization such as California, Connecticut, and New Jersey result from such factors as the following: A high percentage of corporate and individual savings, higher allowances for rent and transportation, greater expenditures for services and amusements. While there is fluctuation from year to year in this percentage for a given state, the percentage remains fairly constant, and readers may safely apply for rule-of-thumb judgment the percentage figures that follow against the estimates of Effective Buying Income by states which appear throughout the year in every first-of-the-month issue.

State	Effective Buying Income	Retail Sales	% Retail Sales of Effective Buying Income
Alabama	\$910	\$640	70
Arizona	285	200	70
Arkansas	575	390	68
California	6,550	3,950	60
Colorado	660	475	72
Connecticut	1,950	1,150	59
Delaware	245	170	69
District of Columbia	985	600	61
Florida	1,020	710	70
Georgia	1,200	810	67
Idaho	280	210	75
Illinois	6,310	3,650	56
Indiana	2,500	1,450	58
Iowa	1,440	950	66
Kansas	1,010	630	62
Kentucky	1,060	730	69
Louisiana	945	605	64

State	Effective Buying Income	Retail Sales	% Retail Sales of Effective Buying Income
Maine	\$520	\$350	67
Maryland	1,500	900	60
Massachusetts	3,800	2,250	59
Michigan	4,650	2,700	58
Minnesota	1,700	1,125	66
Mississippi	520	350	67
Missouri	2,250	1,350	60
Montana	380	260	68
Nebraska	650	450	69
Nevada	105	79	75
New Hampshire	325	225	69
New Jersey	3,900	2,200	56
New Mexico	205	161	78
New York	12,900	6,500	50
North Carolina	1,390	860	62
North Dakota	270	205	76
Ohio	5,900	3,300	56
Oklahoma	970	600	62
Oregon	800	570	71
Pennsylvania	7,650	4,450	58
Rhode Island	665	430	65
South Carolina	655	470	72
South Dakota	300	225	75
Tennessee	1,100	750	68
Texas	3,230	2,050	63
Utah	305	220	72
Vermont	240	165	69
Virginia	1,370	820	60
Washington	1,450	960	66
West Virginia	885	550	62
Wisconsin	2,240	1,330	59
Wyoming	170	125	73
Total (in thousands)	91,120	54,300	59.59%

Definitions, Descriptions, and Sources of Column Headlines and Tabular Material — County Section

THE TRADING AREAS: Through the courtesy of Batten, Barton, Durstine & Osborn, SALES MANAGEMENT is privileged to use their unbiased delineation of "retail trading areas" and to show by key number the major-city areas to which all counties belong. This key number is printed immediately following the name of each county, as, for example, under Maine "Androscoggin...3." Trading Area Number 3, as shown on page 28, is Lewiston.

These areas may be designated as *major* retail trading areas or *minor* wholesale areas. Each of these areas contains numerous other trading centers.

The city areas, their key numbers, their combined population, families, retail sales, and Effective Buying Income and national buying power percentage will be found on page 28, and following pages.

The editors believe these trading area compilations will be useful for comparative purposes and in setting up sales territories. Obviously, they will mean more to certain products than to others. There is no such thing as a trading area which applies with equal validity to all products. Obviously, the trading area for a five-pound sack of flour is far more circumscribed than the trading area for a Buick motor car, while the trading area for a Steinway Grand is far larger than for a Buick.

In all of the 187 trading areas (and six additional supplementary areas) there are other cities and towns which deserve intensive development through both salesmen and advertising. A prosperous city of 30,000 located some 75 miles from a major metropolitan market is an independent trading area for most consumption products even though some of its citizens make frequent shopping trips to the big city. It has its own daily newspaper, perhaps a radio station, and many other local forms of advertising, such as posters and car-bus cards. Advertising emanating from

Here's a \$10,831,703 QUESTION



On your right, Gentlemen, is a list of 89 advertisers. Pretty important ones, whose 1941 magazine bill alone totalled \$10,831,703.

All these 89 had one thing in common. After wading through 1941's statistics and space salesmen, all of them topped their lists with the same magazine. In fact, they gave it almost 30% of their total magazine expenditures.

The magazine's name you can find by peeking at the logotype below. But the question (that's worth millions to war-conscious advertisers) is: "Why has THIS WEEK Magazine

led more and more media lists, each year since 1935?"

We'll tell you, briefly:

Because THIS WEEK's 6 million circulation offers two "extras" other magazines can't match...

It adds to its magazine power the local sales punch, and dealer influence, and shopping appeal, of 22 great metropolitan newspapers.

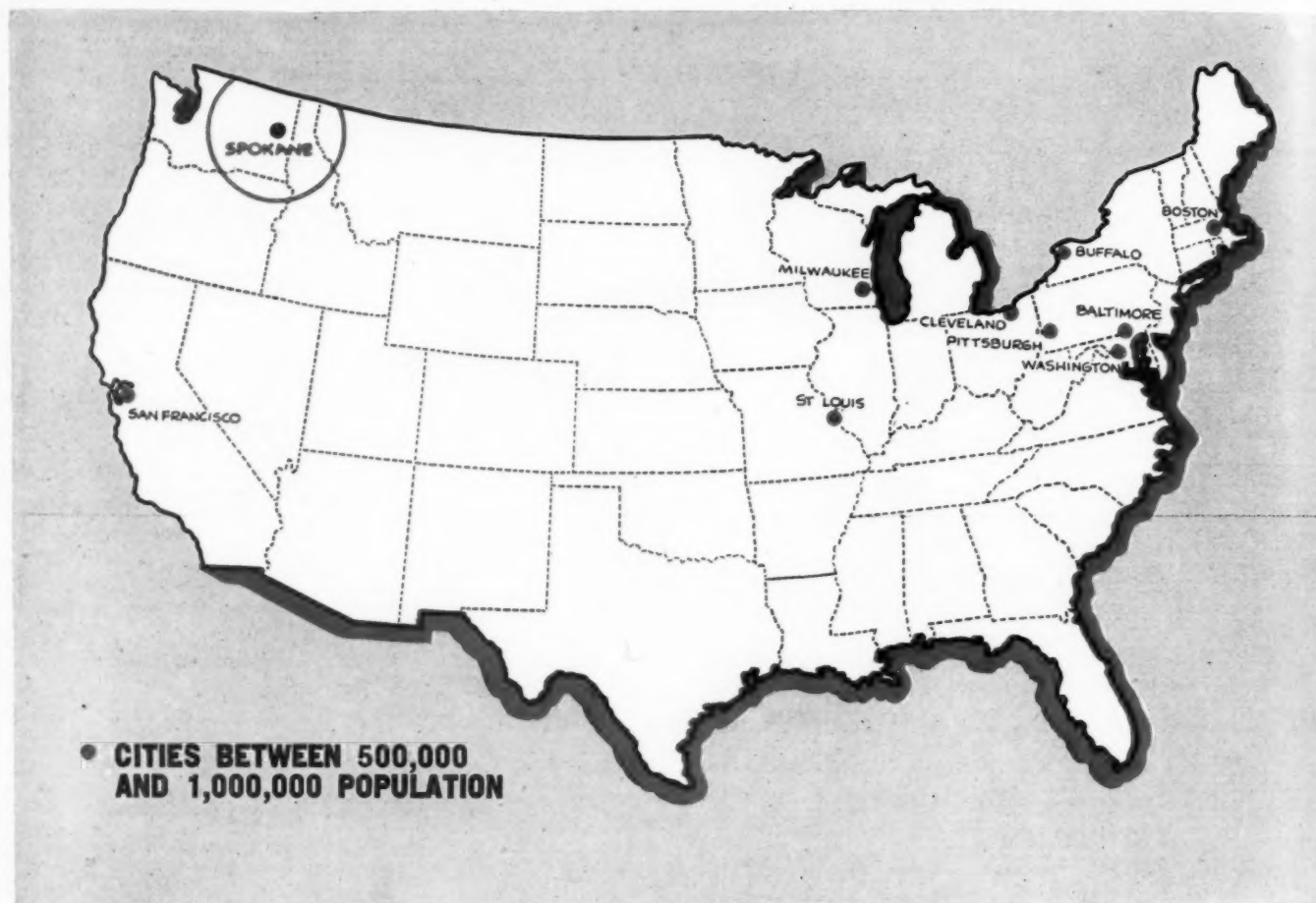
And instead of spreading out thinly as other magazines, it concentrates on the 22 key industrial centers that get over half of every defense dollar today.

THIS WEEK MAGAZINE

ABSORBINE, JR.
ADMIRACION SHAMPOO
ALADDIN READI-CUT HOUSES
BELL-ANS
BLUE JAY CORN PLASTERS
BOOK LEAGUE
BOSTON COOKING SCHOOL
MAGAZINE
BROMO-SELTZER
BROWNOTONE
CAMAY SOAP
CANADA DRY
CLEAN-O-MIST
CRISCO
CUTEX
DAVIS FISH CO.
DERWOOD MILLS DOG FOOD
D'ORSAY COSMETICS
DR. EDWARDS OLIVE TABLETS
DR. SCHOLL'S KUROTEX
DR. SCHOLL'S LU PAD
DOLLAR BOOK CLUB
ELLIOTT ADDRESSERETTE
FASTEETH
GOLD-N-RICH CHEESE
HALO SHAMPOO
HARVARD CLASSICS
HOLLY PAX
HYGEIA NURSING BOTTLES
IODENT
IPANA
IVORY SOAP PRODUCTS
JERGEN'S FACE POWDER
JESTS
JOHNSON'S FOOT SOAP
KITCHEN BOUQUET
KRE-MEL
KURB
KURLASH
LA CROSS MANICURE
IMPLEMENTS
LADY ESTHER FACE POWDER
LA FRANCE AND SATINA
LEA & PERRINS SAUCE
LENS PHOTOS
LINIT FOR THE BATH
LINIT LAUNDRY STARCH
LITERARY GUILD
MAIL-N-SAVE PHOTOS
MAZOLA
MIRRO ALUMINUM WARE
MISTOL
MOEN PHOTO SERVICE
MUSTEROLE
NUJOL
OCEAN SPRAY CRANBERRY
SAUCE
ODO-RO-NO
OLD DUTCH CLEANSER
OXYDOL
PALMOLIVE SOAP
PERTUSSIN
POND'S LIPSTICK
POND'S POWDER & PREPS.
QUAKER OATS
QUAKER OATS' SPARKIES
RAP-I-DOL SHAMPOO
RAIN-MASTER WIPER BLADES
REVERE WARE
RINSO
ROYLEDGE SHELVING
SACHS PIPES
SARAKA
SHEAFFER PENS
SHREDDED WHEAT
SIMON & SCHUSTER BOOKS
SINN, T. W. SHOES
SMITH'S RUG BINDING
SPRATT'S DOG FOOD
SUNSHINE HI-NO CRACKERS
SUNSHINE KRISPY CRACKERS
SUPER-SUDS
SWEETHEART SOAP
TEETERBARE
TU-PENNY SNAPSHOTS
TURKNIT WASH CLOTHS
VIBRAPHONE
VITAMIN QUOTA
WALLY FRANK TOBACCOS
WELCH GRAPE JUICE
WOODBURY'S FACIAL SOAP
WRITERS' MAGAZINE

One of The Nation's

COMPARE THE SPOKANE AREA WITH ALL 9 U. S. CITIES



A MARKET THAT IS DISTINCTLY DIFFERENT

Compare the Spokane area with all 9 U. S. cities of between 500,000 and 1,000,000 population. Only 4 cities in this group have more people than live in Spokane and its Inland Empire! And only nine cities in the entire United States have more people than live in this American Wonderland! The Spokane area is one cohesive market unit. That is what makes it *Distinctly Different*. Spokane is isolated from any other city of comparable size by over 300 miles of distance. It is also isolated by

the formidable barriers of four of the greatest mountain ranges in North America! The Inland Empire is as large as New England. It yields tremendous quantities of farm produce, of lumber and minerals. It is the site of Grand Coulee dam, the world's greatest potential source of electric power. Grand Coulee power is already bringing great new industries to the Spokane district, an influx of skilled workers. Spokane is now experiencing substantial population growth and faces a future of still greater development.

★ All Population Figures — 1940 U. S. Census.

GREAT MARKETS

OF BETWEEN 500,000 AND 1,000,000 POPULATION!



THE SPOKESMAN-REVIEW

MORNING

SUNDAY

Spokane Daily Chronicle

EVENING

Combined Daily Circulation Over 120,000 -- 81.24% Un-Duplicated

Advertising Representatives—JOHN B. WOODWARD, Inc.—New York-Chicago-Detroit-Los Angeles-San Francisco

Color Representatives—Sunday Spokesman-Review Magazine and Comic Sections—Newspaper Groups, Inc.

the big major market city may well exert appreciable influence in this town of 30,000, but the sales effort will not produce maximum results unless it is augmented by a campaign in the smaller city.

The trading area boundaries in this Survey of Buying Power are confined to county lines. It is true that county lines—and state—are artificial boundaries so far as markets are concerned, and that roads, rivers, railroads, valleys, mountains, more than county lines, determine where people do their buying. Theoretically, therefore, many counties should be shown as split between two or more city trading areas.

But from a practical point of view, counties seem to be the best unit. They are the smallest subdivisions shown on most maps; they are the smallest units for which full census data are available; their boundaries often, though not always, are based on the physical considerations (rivers, mountains, etc.) which affect markets.

Many cities which are a part of another city's trading area would be independent areas if it were not for their geographical location at the front or back door of a larger city. Obvious examples are such across-the-river or across-the-state-line cities as Jersey City, Camden, Council Bluffs, Kansas City, Kans.

For a visual portrayal of the trading areas, consult the full-page maps included in the sectional information: Page 66 for New England, page 92 for Middle Atlantic, etc.

POPULATION: The first population figure, giving the number of inhabitants, gives the final official 1940 Bureau of the Census count of noses. The following percentage figure, showing the importance of the county to the nation, was compiled by SALES MANAGEMENT.

In the column "Families, Est'd" the figure used is "Occupied Dwelling Units" as released by the Bureau of the Census. Official figures on family units are still not available as this Survey goes to press, and they will be delayed for months or years because of insufficient funds in the Bureau of the Census. In compiling this book our editors were faced with the alternative of using an *estimated* family figure or reverting to the old 1930 figures. While the official family figures, when released, will show that these estimated figures are under or over the true count in a minor degree, they are obviously far more accurate than the 1930 figures, since in the decade the number of families increased by approximately 17%.

A letter from Dr. Vergil D. Reed, Assistant Director of the Bureau of the Census, dated February 11, 1941, has this to say about "occupied dwelling units":

"In my letter of August 17 I stated that the number of occupied dwelling units should serve as a reasonably accurate measure of the number of families in 1940. I have found no reason to change this statement. In fact, since that time we have had an opportunity to check a reasonably large number of occupied dwelling units as enumerated on the Housing Schedules against households as enumerated on the Population Schedule. We found that more than 99.9% of the occupied dwelling units on the Housing Schedules were occupied by private households which were enumerated on the Population Schedule."

The figures under "White Families, Est'd" were compiled by SALES MANAGEMENT by applying against the new estimates of number of total families the percentage of white families as disclosed by the 1930 census. It should be reasonably accurate, but it contains two possible errors—in the fact that "occupied dwellings" are not *exactly* the same as number of families, and that in some counties there may have been a strong shift in the balance between white and colored during the decade.

Because the farmer is unquestionably "Beneficiary No. 1" of the expanding war program, we have added, using Bureau of Census figures, the number of farms (in thousands) in each county so that subscribers may see at a

glance the relationship between farm homes and total homes, and thus may segregate for special cultivation those counties which are important farming centers.

Another new feature in this 13th edition is the "Percent Owner-Occupied Homes." This should be a welcome addition because it is a well-known fact that people who own their homes are much greater buyers of household equipment, hardware, paint, lawn and garden equipment and supplies, etc., than are renters. The percentages were computed by SALES MANAGEMENT'S Research Department from the count of the Bureau of the Census.

RETAIL SALES—1941 SM ESTIMATES: The first column gives the total retail sales dollar of 1941 as estimated by the SALES MANAGEMENT staff. The estimates are based upon projections from the official figures for the year 1939. The degree of change from year to year in individual states and counties is measured by various factors, including bank debits, automotive new car sales, construction and defense activities, and the like. In certain states where sales tax figures are obtainable the preliminary estimates were correlated with the figures of actual transactions. In those instances, however, the sales tax figures were used only for checking the estimates, since the taxed articles do not coincide completely with the Government's conception of retail sales. For example, food purchases are not subject to state or city sales taxes. It can, however, safely be assumed that a 10% increase in sales taxes collected (assuming no change in the tax laws) will indicate an approximately equivalent increase in retail sales.

The 1941 retail sales dollar was divided as follows by type of retail outlet.

Retail Group	Sales (in millions)	% Increase over 1940
Food stores	12,411	15.3
Automotive dealers	8,226	20.6
General merchandise	7,616	12.1
Eating and drinking places	4,319	16.1
Apparel stores	4,089	19.8
Building materials and hardware	3,722	24.6
Filling stations	3,500	17.4
Household furnishing stores	2,387	23.4
Drug stores	1,864	13.0
All other stores	5,966	16.3

This breakdown on 1941 sales was made by the Department of Commerce on February 4, with the exception of the estimate for "All other stores" which was made by SM. Early in December our Research Department finished the first provisional estimate of national retail sales for the year 1941 and submitted the estimate to the Department of Commerce. A few days later the Department of Commerce released its own estimate. If we may take the Government's estimate as 100.00, ours was 99.96—which caused the man in charge of the Government estimating to tell SM editors "These estimates are so remarkably close that any outsider would be justified in thinking either that we had a spy in your office, or that you had someone down here in Washington looking over our shoulders as we compiled our figures." . . . There were no spies. It was just a remarkable coincidence.

Government officials last year, as always, were highly cooperative in giving SM the benefit of their research work, and the SM estimates for both Effective Buying Income and Retail Sales are almost identical with the Government figures on a national basis. However, the Government makes no attempt to break down its estimates either by states or counties. While SM editors would be the last to argue that national estimates when broken down by states and then by counties will be 99.96% accurate except in isolated instances, every possible safeguard has been used to insure the highest possible degree of accuracy.

SALES MANAGEMENT

Our dealers have learned that **BETTER HOMES & GARDENS** moves merchandise!



Better Homes & Gardens

—Helping more than 2,400,000 Suburban Home Families Plan for Today—and Tomorrow. America's Biggest Suburban Home Market

Across their own counters, dealers have learned that Better Homes & Gardens is, today, America's foremost influence in the suburban home market.

BECAUSE its pages direct the buying emotions of its readers—and that means more customers for them!

BECAUSE it assures a desire for the products described in its pages—and that means more sales for them!

BECAUSE it excites the imagination of its readers—and that means greater product turnover for them!

BECAUSE its contents, undiluted by fiction, news, adventure—are all centered on the home—and that makes for undivided attention and buying emotion!

BECAUSE it goes into the homes of 2,400,000 suburban families—their best market today, and tomorrow—and that means a continuing business for them!

Today, Better Homes & Gardens is America's greatest influence in the home field. Whether your product is available now—or will be tomorrow—Better Homes & Gardens will continue to build and hold business for you.

AUTO SALES—1941 MODEL YEAR: Despite the fact that 1942 will be conspicuous by its absence of new automobiles, the 1941 record of new passenger car sales and the ratio of 1941 to 1940 are important and useful columns because new car sales are widely regarded as an index of living standards, and as a very precise indicator for possible sales of high-priced equipment and all types of luxury products. The column will, of course, be discontinued in the 1943 issue, but may be supplanted by registration figures.

Unit figures of new passenger car sales during the 1941 model year (October 1, 1940, to September 30, 1941), were compiled by R. L. Polk & Co. for SM, with computations made by this magazine for the relationship between 1941 and 1940 sales.

INCOME TAX RETURNS: Under this heading SALES MANAGEMENT takes official income tax returns for the year 1939 (the most recent year's return which the Treasury Department has analyzed) and computes them in terms of returns per 1,000 families. This, like the record of auto sales, will undergo a great change this year, but detailed information on 1942 returns will not be available until 1944. The income tax returns column is used by subscribers in very much the same way as auto sales—to show *quality* of buying power, and particularly for picking out the best counties for the sale of luxury products and all high-priced products. Sales of furs, jewelry, high-priced cosmetics, appliances, etc., correlate closely with the number of income tax returns per 1,000 of population.

Effective Buying Income—1941 SM Estimates

EFFECTIVE BUYING INCOME: The first column under this heading shows in thousands of dollars the Effective Buying Income for 1941 from all sources, such as wages, salaries, dividends and interest, Government payments, and all miscellaneous items of income. *The income is gross income before taxes are paid.* The estimate is based upon a formula first devised by SALES MANAGEMENT in 1929. It was improved materially in 1937 through the addition of an estimate of the non-money income of farmers and small-town residents, and more recently by correlation studies which show the relationship between income and retail sales.

After apportioning to each state its share of the total national income, based upon studies of retail sales, bank debits, carloadings, dividend payments, agricultural marketings, etc.—the total state incomes are then distributed by counties on a ratio number built from the proportion of income tax returns and agricultural marketings that each county has to the total income returns and agricultural marketings of the state. These basic figures are then further refined by applying known information about living costs—particularly figures on rentals and on the non-money income received by farmers, as estimated from Government surveys made in 1935-36, and by the correlation method mentioned in an earlier paragraph. The resultant figure is called Effective Buying Income—*effective* because it attempts to measure real income, and not merely dollars and cents, and *buying* because subscribers are primarily interested in a community's ability to buy.

The county dollar figure is further refined to show what percentage it bears to the U. S. A. total. Subscribers may quickly compare similar percentages for population and retail sales and get the answers to three questions: How many people, how much they spend, how much they *might* have spent.

These income estimates, by states and sections, are kept up-to-date by the page in each first-of-the-month issue of

SALES MANAGEMENT called "Quarter-Ahead Effective Buying Income."

PER-FAMILY INCOMES: The editors believe that the total income credited to each county is approximately correct, and that the per-family figure has decided value as a measuring-rod of ability to buy. It is only fair, however, to point out the weakness of the per family figures: Incomes are by no means evenly distributed, and the per-family figure is not, therefore, a necessarily true average for the majority of people in that county. In other words, it is not a *median*, but only an arithmetical average. It would be conceivable for a county containing 2,000 families to have, let's say a total income of \$4,000,000, or a per-family income of \$2,000. But if it happened that one family in that county had an income of \$1,000,000 and 499 others had an aggregate income of another \$2,000,000, the remaining 1,500 families, or 75% of the total, would have had a million dollars to divide, or a per family average of only \$667. But, generally speaking, it is only in the large cities and their immediate suburbs that *average* incomes are materially over the median.

INCOME OF WHITE FAMILIES: As pointed out in the January 1, 1939, article, "South's White Income Compares Favorably with Other Areas," page 74, SALES MANAGEMENT analyzed the income and expenditure figures of the National Resources Committee, and found that on the average if a white family earned \$1,000, a Negro family earned \$435.20. In other words, the ratio was about 10 to 4. There are variations, of course. In southern cities the ratio is likely to be even more favorable to the whites. There the work of the Negro is likely to be restricted to certain menial occupations, whereas on farms, where Negroes and whites are more likely to do identical work, the ratio tends to be more favorable to the blacks than 10 to 4.

But the 10 to 4 ratio seems more exact, as a national average, than any figure developed heretofore, and the editors, after checking its accuracy over a period of nearly three years, have again adopted it for the Survey of Buying Power as a supplementary figure. It is developed through this formula for counties and cities:

$$\frac{\text{Total E. B. Income in Dollars}}{\text{Number of colored families} \times .4352 + \text{Number of white families}} = \text{Per Family Income of Whites}$$

No one realizes more firmly than do the editors of SALES MANAGEMENT that statistical data have their limitations. The goal of *complete* pertinent information can never be reached in any volume or set of volumes. Separating the income of white families from all families, for example, is a long step in the right direction, but even that does not complete the picture about the South, where such a division makes the greatest difference in the per-family averages.

In the South, for example, it is impossible to show statistically a comparison of those families which have good incomes, with the average northern family. The percentage engaged in skilled labor in the South is lower than in the East and Middle-West; the county figures naturally include many unfortunate share-croppers whose cash incomes are appallingly low. In a county of 10,000 population, for example, there may be 4,000 white and colored share-croppers whose family incomes are only \$300 to \$500 a year, 2,000 Negroes whose bread-winners are manual laborers and whose family incomes are under \$500. The other 4,000 families, white, may have a comfortable \$2,500 average income, but the many thousands with negligible

SALES MANAGEMENT

incomes pull the county average down to around \$1,000. Therefore, the sales and advertising executive is faced with a challenge to find and isolate those many good-income families whose status compares favorably with those in other sections. It can be done—but not through study of statistical data alone.

NUMBER OF \$1,500 PREFERRED FAMILIES: As we point out under "Per Family Incomes," the figures are arithmetical averages, and consequently subject to distortion if the county has a number of exceedingly high-bracket income families. We are convinced, after much study and experimenting, and conferences with government and private experts, that no *true* median figure could be developed by anything short of a house-to-house study.

But in the course of the search for a median formula our editors have developed a partial answer in the column "Thousands of \$1,500 Preferred Families."

The Government's Consumer Purchase Surveys, 1935 and 1936, give elaborate information on both incomes and expenditures for more than 300,000 families. They show, among other things, for a big cross-section of the American public, the "break-even" points by city population groups. Above the break-even point families have enough money so they can make savings and/or indulge in extravagances or make purchases which they do not actually *need* to maintain decent standards of health. Below that point their incomes permit little more than the absolute necessities (if that!) of food, clothing and shelter.

Fifteen hundred dollars was found to be the break-even point for a decent maintenance for a family of four in New York and a few other large cities and prosperous suburbs. Generally speaking, the break-even point declined in smaller cities. In a city of 250,000, it might be \$1,375; in a city of 10,000 it might be down around \$1,100. Furthermore, there were marked variations by states and sections and in the South particularly, blessed by plentiful near-at-hand food and a warm climate, one finds counties where no more than 10% of the families seem to have *cash* incomes of \$1,500 or more, and yet, 40% may have incomes which are equivalent, in power of purchasing manufactured products, of a \$1,500 New York City income.

The Government survey disclosed a close correlation between rents and income, with the break-even family paying \$37.50 a month in the big city, and only \$23.50 in the city of \$10,000.

APRIL 10, 1942

An Advertisement

Talks to People

....*What People?*

An advertisement in The Christian Science Monitor talks to 4315 Editors of Daily and Weekly Newspapers, who quote widely from its columns . . .

. . . To teachers and pupils in 537 colleges and 2600 schools—in many instances through classroom reference and study.

. . . To members of Congress, of the Diplomatic Corps, and dozens of other men and women who have important duties in Washington's busy departments and bureaus.

. . . To business executives, professional people, and thousands of other daily readers, in all walks of life, who rely on The Christian Science Monitor for trustworthy news, unbiased editorials, well-edited features and special pages, and a high standard of journalism throughout.

You can talk to this audience by placing your sales message, or your institutional advertisement, in the Monitor.

THE CHRISTIAN SCIENCE MONITOR

A DAILY NEWSPAPER FOR ALL THE FAMILY

Published by The Christian Science Publishing Society

One, Norway Street, Boston, Massachusetts

NEW YORK OFFICE: 500 Fifth Avenue

OTHER BRANCH OFFICES: Chicago, Detroit, Miami, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle . . . London, Paris, Geneva, Sydney

SALES MANAGEMENT's feature—Number of \$1,500 Preferred Families—is based upon a formula which relates rent with incomes, and, specifically, modifies median rents and their known relation to incomes (Consumer Purchase Survey) by taking into consideration the break-even points by city-size and county-size population groups, and by differences in geographic sections.

Readers are urged to remember when using the estimates, that the figures do not purport to be the number of families with incomes of \$1,500 or more—but instead are the number (published in *thousands*) of families with incomes *equivalent* to a \$1,500 cash income of families in the biggest cities.

To the manufacturer who makes a low-priced necessity, the column may not be particularly important. He may consider that one family is nearly as good as another, but to the maker of high-priced quality products, luxury products, products whose purchase may be postponed, the new feature should be of great value in determining which are the most lucrative markets, and the ones in which sales resistance and sales costs will be relatively low.

SALES MANAGEMENT'S MARKET CONTROLS: The column headed "National Buying Power Percentage" is **SALES MANAGEMENT's** weighted estimate designed for subscribers' use in setting sales quotas and allocating advertising appropriations. It is a figure constructed from estimated 1941 total retail sales (four parts), actual 1941 new car sales (one part), and estimated 1941 Effective Buying Income (five parts). The percentage figure of .622 for Westchester County, New York (see specimen table on page 20), means that **SALES MANAGEMENT's** editors believe that the average manufacturer of a nationally distributed consumer product should get that percentage of his consumer sales from that county.

No percentage is shown for some small counties because the actual percentage is less than a third place decimal. The state total includes these small counties.

The Buying Power Index is an index of the *quality* of a market and is constructed by dividing the National Buying Power percentage by the percentage of the U. S. A. population. The U. S. A. is the base, 100.

Definitions, Descriptions, and Sources of Column Headlines and Tabular Material — City Section

Prior to the 1941 issue of the Survey of Buying Power, **SM** published estimates of retail sales and Effective Buying Income for all cities of 10,000 population and over.

Retail sales rather than population are now used as the determining factor because we feel that, to the marketing executive, retail sales are a more realistic yardstick. Some suburban communities of 25,000 are nowhere near so important in total retail sales volume as other cities of 5,000 which are trading centers for a wide area. Because of that variable factor, out-of-town trading, we do not publish per capita or per family retail sales.

In the city sections readers will find all cities which had a retail sales volume of \$3,000,000 or more in the Government retail sales census of 1935.

POPULATION: The first column gives total inhabitants as shown by the 1940 census, followed by computations made by **SALES MANAGEMENT's** Research Department

showing percentage of county, percentage of state, and percentage of U. S. A.

As is true also of counties, no official figures are as yet available on the number of families, 1940, and here also we have used "Occupied Dwelling Units" as being synonymous with number of families. See under "Population" in the description of county data for a discussion on the validity of this assumption.

A new column "Percent Owner-Occupied Homes," computed by **SM** from Bureau of Census figures, should be useful to subscribers who sell household equipment, hardware, paint, lawn and garden equipment and supplies, etc.

Another new column, "Average Rent or Rental Value" likewise has been computed by **SM** from 1940 Bureau of Census figures. This is the average *median* rent or rental value in dollars, on a *monthly* basis. It is inserted as an indicator of the *quality* of homes in a given city, but subscribers should bear in mind that the great differences between sections in land values and building costs result in rent differentials which have little or no bearing on either income or retail sales. To be more specific, homes in the South are less expensive to build than in the North because they do not have to be so well insulated against cold. Furthermore, costs are lower in small cities than in large cities. Comparisons would not be valid therefore between cities in Massachusetts and Alabama, nor between Boston and an independent trading center of 10,000 population in Massachusetts.

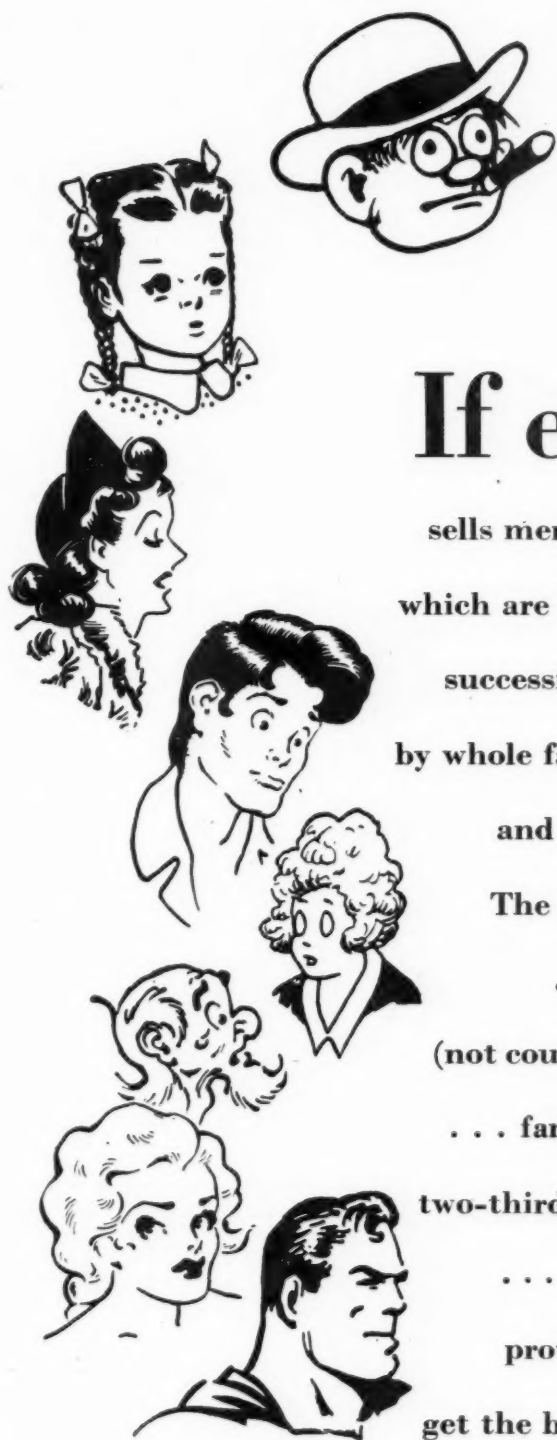
RETAIL SALES—1941 SM ESTIMATES: The estimating of retail sales and Effective Buying Income is an all-year-round job with **SALES MANAGEMENT**, and the final year's figures by cities as published herewith are the end-results of the work done month by month for more than 200 cities in the first-of-the-month feature called "High Spot Cities." Running monthly figures are maintained, checked, revised, and by using the figures in this Survey of Buying Power as a base, subscribers may check the forward progress or decline throughout the year.

WHOLESALE SALES—1941 SM ESTIMATES: What was said in the paragraph above regarding estimates of retail sales applies also to the estimates of wholesale sales which result from a formula which has been consistently improved over a period of years. The base from which these figures have been projected, is the Government Census of Wholesale Sales for the year 1939.

INDUSTRIAL VOLUME—1941 SM ESTIMATES: Here again the Government's figures on "Value of Manufactured Products" shown in the Census of Manufactures for 1939 is the base from which **SM** editors have computed the 1941 volume.

EFFECTIVE BUYING INCOME—1941 SM ESTIMATES: From the county estimates, **SM** has worked out a further estimate of Effective Buying Income by cities, with dollar figures, percent county, percent state, percent U.S.A., dollars per family, dollars per capita, and thousands of \$1,500 Preferred Families. For a precise description of sources, see the county section.

CITY TOTALS: A feature added last year at the suggestion of subscribers is repeated this year—a summary at the end of each state city section which shows the combined importance of these cities in the state's economy.



If entertainment

sells merchandise . . . why not Sunday comics . . .
 which are better known than other entertainers . . .
 successful over a longer period . . . read regularly
 by whole families every Sunday . . . with eye appeal,
 and emotional as well as risible reactions! . . .
 The best comics sections? Metropolitan Group
 . . . with better than 75% *adult* readership
 (not counting kids) . . . 11,000,000 urban circulation
 . . . families concentrated in the states that buy
 two-thirds of all consumer goods . . . with four colors
 . . . half-page space unit . . . low cost . . . and
 proven effectiveness! . . . Get the details—and
 get the best value in major media today!

Metropolitan Group

Baltimore Sun • Boston Globe • Boston Herald • Buffalo Courier-Express • Chicago Tribune • Cleveland Plain Dealer • Des Moines Register
 Detroit News • Detroit Free Press • Milwaukee Journal • Minneapolis Tribune & Star Journal • New York News • New York Herald Tribune
 Philadelphia Inquirer • Pittsburgh Press • Providence Journal • Rochester Democrat & Chronicle • St. Louis Globe-Democrat
 St. Louis Post-Dispatch • St. Paul Pioneer Press • Springfield Union & Republican • Syracuse Post-Standard • Washington Star • Washington Post
 CHICAGO: Tribune Tower • DETROIT: New Center Bldg. • SAN FRANCISCO: 155 Montgomery St. • 220 East 42d St., N. Y.

Suggestions on How to Apply This Survey to Your Business

Important Things to Look for in Analyzing Any Market—Sample Analyses Using New York State, Westchester County and City of Louisville as Examples—Check List of Uses Which Subscribers Make of These Market Data.

THERE are upwards of a hundred thousand items in this Survey of Buying Power—the result of more than one million computations. The book constitutes a fine marketing tool, but not an *automatic* tool. Like any other complicated precision instrument, it cannot be used properly without a careful study of the instructions. Every year after the Survey is in subscribers' hands we receive many letters of inquiry as to what a heading means, or the source of a column, or whether Effective Buying Income is net income or gross income—and 95% of these letters would not have been written had the subscribers gone to the trouble of reading the preceding explanatory pages.

Therefore we suggest, we implore, we command (here, and we repeat it on every page throughout the county and city data sections):

READ THE EXPLANATORY PAGES BEFORE USING THE FIGURES

In analyzing a state, a county, a trading area, a city, what are important, significant questions which can be answered by the Survey of Buying Power? Here are sample questions which pry into the hearts of markets:

How many *people* and also how many *families*, as compared with other areas under consideration—and what percentage do they represent of my potential market? What *kind* of people? Urban or farming? Renters or owners?

How much *do* they buy—and how does the percentage of total purchases compare with the percentage of total population?

What is the *quality* of the market, as judged by sales of new passenger cars, number of \$1,500 Preferred Families, and income tax returns?

How much *could* they buy, as shown by Effective Buying Income—how much in dollars, per family, per capita?

How much of *my* national sales should come from a given county or state or trading area?

Sample Analysis of State and County:

New York State and Westchester County

(Editor's Note: In addition to direct comparisons which are made in the following analysis from the specimen tables, many other comparisons can be made by simple arithmetic from figures published here. For example, to find the average size of family: Divide total population by total families. Comparisons in the following analysis which are secured by such additional computation are italicized.)

Population




New York has 10.237% of the nation's population, Westchester County, .436%. This rich county, adjoining New York City, has 4.3% of the state's population. The column "density per sq. mi." shows the extraordinary urbanization of both the state and the county—44 persons per square mile in the nation, 281 in New York State, 1,319 in Westchester County—a compact sales territory.

Despite New York City's big Negro population, both state and Westchester families are *more than 96% white*, as revealed by the two columns "Families" and "White Families." New York's families average 3.7 persons, as do the nation's, but Westchester families are smaller, averaging 3.2.





New York State's 153,240 farms represent 2.5% of the nation's total, but as revealed in the Pictograph on page 34, "Relative Importance of States in Industry and Farming," they produce 3.67% of our agricultural wealth. West-

Sample State and County

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %
Westchester (Mt. Vernon-New Rochelle, Yonkers).....23	573.6	.436	1,319	147.5	142.0	.52	N. A.	321,685	.593	27,743	119	113	580,230	.637	3,934	4,017	133.1	.622	143
STATE																			
New York—Total.....°	13,479.1	10.237	281	3663.4	3544.8	153.24	N. A.	6,500,008	11.970	372,416	124	96	12,899,997	14.159	3,521	3,587	2415.6	12.763	125
U. S. A.....	131669.3	100.00	44	34853.	31569.	6096.8	N. A.	54,299,981	100.00	4182,744	131	58	91,119,967	100.00	2,614	2,761	16552.	100.00	100

Sample City

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thou- sands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thou- sands of \$1500 Pre- ferred families
Louisville.....	Jefferson.....	319.1	82.79	11.21	.242	90.0	35.82	24.57	185,040	95.00	25.35	.342	302,290	415,270	313,713	93.07	29.60	.344	983	3,487	42.6
STATE																					
Kentucky—Total		2,845.6			2.161	898.5	48.01	N. A.	729,999			1.349			1060,000			1.163	373	1,517	187.9
U. S. A.....		131669.3			100.0	34853	N. A.	N. A.	54299981			100.0			91119967			100.0	692	2,614	16552.4

chester County has only 520 farms by the Government's census count, although in a ten-block radius from New York City's Grand Central there must be five thousand sales and advertising executives who proudly refer to their "farms" in Westchester County.

Information on "% of Owner-Occupied Homes" is available for most of the counties and states of the country, but has not been released for New York State.

Retail Sales

New York State's estimated Retail Sales volume for 1941 of \$6,500,008,000 represented 11.97% of the U. S. A., which compares favorably with the population percentages, 10.237, thus stamping it as the above-average state which everyone knows it to be. *The ratio, 117 is exceeded by Westchester County, 136, (.593 ÷ .436), thus indicating that the county, despite its patronage of New York City stores, is an extraordinarily fertile field of distribution.*

Effective Buying Income

The average American family last year had an Effective Buying Income of \$2,614, the average New York State family was nearly a thousand dollars better off, with \$3,521, and the average Westchester family had \$3,934. *The 1941 gains over 1940 were 23% for the nation, 22% for New York State and 30% for Westchester County.*

The exclusive SM estimates show that New York and Westchester families must have socked away more savings than most American families as revealed by the greater percentages of E. B. Income than retail sales:

	New York State	Westchester
	%	%
Population	10.237	.436
Retail Sales	11.970	.593
Effective Buying Income ..	14.159	.637

These figures indicate that New York and Westchester may be under-sold, that they deserve more intensive selling and advertising efforts than they received last year.

The economic *quality* of families is shown by the number and percentage of families with incomes equivalent to a New York City \$1,500 income. *From 1941 to 1940 (as revealed by a comparison with last year's Survey of Buying Power) both the U. S. A. and New York State gained 22% in the number of families in this group, while Westchester gained 33%. Even more significant is the relationship between total families and \$1,500 Preferred Families. Taking the nation as a whole, 48% of the families fall into the latter group, 66% in New York State, and 90% in Westchester. This is the highest percentage for any major county in the country.*

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SM Market Controls

In the opinion of SM's Research Department, New York State should produce 12.763% of the sales of a national selling organization, Westchester County .622%. To those whose distribution is more selective, the areas should produce an even higher percentage of total business.

The Buying Power Index, which is a measure of the *quality* of a market, and is constructed by dividing the the National Buying Power percentage by the percentage of population, is exceedingly high for Westchester—143—and for New York State—125. If all people had the same buying power, then population and buying power percentages would be similar. Westchester residents are so much better than average economically, that as prospects for most consumer goods they are 43% better than the nation.

Sample Analysis of a City

As was done above in the sample analysis of New York State and Westchester County, comments on any items which appear directly in the Louisville city table on this page are printed in SALES MANAGEMENT's usual Roman type, while observations based on further computations from these figures are italicized.

Louisville, a city of 319,100, has 82.79% of the county and 11.21% of the state's population, and *family percentages are roughly similar.*

Of all the homes in Louisville 35.82% are occupied by owners. This percentage is lower than the state's 48.01%, but it is a phenomenon common to most large cities containing apartment houses or other multi-family dwellings.

In retail sales Louisville's total of \$185,040,000 in 1941 represented 95% of the retail sales of the county and 25.35% of the state's sales. The importance of Louisville as the trading center for a vast portion of the state is driven home by the comparisons with population.

In wholesale sales Louisville's showing is even more outstanding and its volume of \$302,290,000 is 63% higher than the retail sales volume, thus highlighting the tremendous trading territory which is covered by Louisville's wholesale and jobbing companies. By turning to the 1941 Survey of Buying Power and comparing wholesale sales last year with 1940, *we find that the gain is 30%.*

In industrial volume (value of manufactured products) Louisville's 1941 total of \$415,270,000 was higher than any other city but one (Baltimore) in the South Atlantic, East South Central and West South Central states.

In Effective Buying Income, Louisville makes an even better showing than in retail sales—with 93.07% of the county's income and 29.60% of the state's income.

This is the Post that sold for \$1



1 Astonished natives of Sanibel Island woke one morning to find hundreds of tourists invading their lonely reef. "Shell Shock," an article in the Post, told of priceless sea-shells found on that Florida islet, attracted swarms of visitors. Cars lined up 40 deep at Sanibel's ferry landing. So fast did nearby Florida newsstands sell out that Post issue, copies were bid up to \$1 per. (*Things really happen when you put something in the Post!*) Here's another . . .



2 Alcoholics Anonymous are a band of ex-problem drinkers who help other alcoholics beat the liquor habit. Their Good Samaritan exploits described in one early 1941 Post brought hope to families throughout the nation. Doctors, clergymen, relatives of drinkers, seeking extra information about this article, flooded the mail with inquiries to the editors. Post mail sacks are accustomed to such burdens. (*Post readers go into action fast!*) For instance . . .

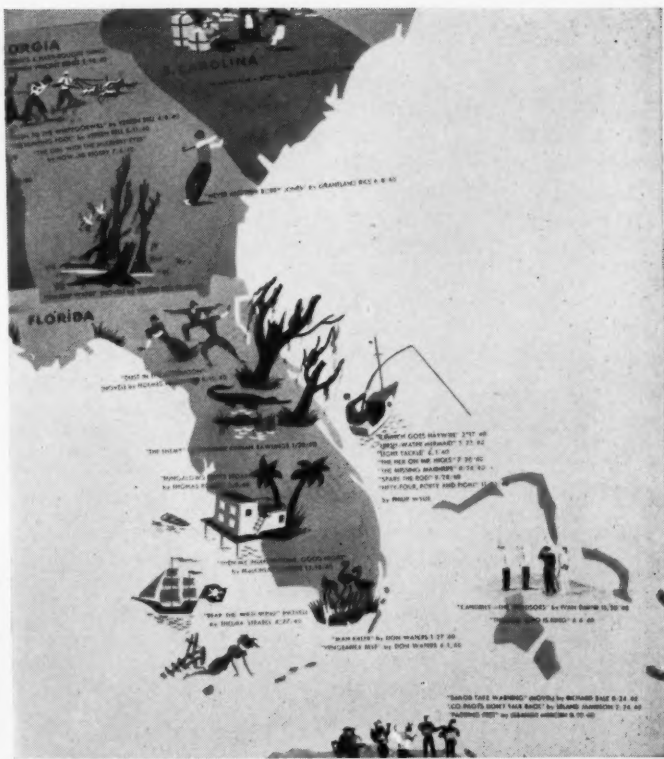


3 Swamped by 4000 personal letters in 6 days was Californian George R. Keith, who wrote an article for the Post in 1941. "Do You Know Anybody Who Has a Job for Somebody?" told the secret of Keith's job-finding method. Description of his thirty-year hobby stirred Post readers to help, and their enthusiasm bubbled through reams of correspondence. (People boil over quickly when they see it in the Post!) Listen...



5 Explosions occur in the advertising pages, too! Post ad brought RCA-Victor 16,861 quarters in 2½ months from people who read about their new Long-Life Needle. Post ad gave Cluett, Peabody their biggest Arrow Shirt promotion in 10 years. Post ad gave Simmons Co. their biggest Beautyrest selling month in 10 years. Heinz used the Post to get 60,000 grocery store displays in one month. "No other magazine gives us such fast action!" say Post advertisers.

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4 Author's-eye view of America, painted by artist Vladimir Bobritsky, depicted geographical locations of Post stories. This map, described in the April 12, 1941, issue of the Post, was offered to readers for 10¢. Quickly 30,104 people sent dimes so they could get better acquainted with the scenes in their favorite magazine. (Eruptions like that give you a notion of Post reader-response!) But the editors have no monopoly on it.



THE
SATURDAY
EVENING
POST

Per capita income in Louisville last year was \$983 as against \$810 in 1940, and per family income \$3,487 as against \$2,866 in 1940. Both are well ahead of both state and national averages.

In thousands of \$1,500 Preferred Families, Louisville's total of 42,600 bears about the same proportion to the total of all families as the national average—approximately 48%. The state's percentage is 27%.

Louisville ranks 28th in population, among the cities which SALES MANAGEMENT includes in its special tables in the sepia section with city-zone populations over 100,000. That it is a fairly average city is shown by these two facts: It stands 30th in total volume of retail sales for 1941 and it stands 29th in number of families with \$1,500 preferred incomes. In the current *Providence Bulletin's* "Sixty Test Markets," (100,000 to 500,000) Louisville ranks ninth in a scientific evaluation of the ten most important points in picking a test market.

How to Get the Most Out of This Survey

Comparisons such as we have just made lack real importance until they are related to the problems of the subscribers' individual business.

How, for example, does the Westchester County or the Louisville percentage of *your* total sales compare with the percentages shown in this Survey of Buying Power? How do your sales in those areas compare with other sales potentials as set forth in this volume? For large cities and counties, particularly, you will find in the summary pages which follow on sepia stock, volume figures and rankings which will point out normal relationships so that you will know whether the salesman in territory A is getting as much business as he should get out of that territory and also whether his sales should be higher or lower than those of the salesmen in territories B and C.

Louisville, for example, is one of the major trading areas of the country—number 138. The most significant columns in the Survey are summarized for all trading areas in the pages immediately following.

In Westchester County and in Louisville, which we have just analyzed, retail sales and incomes are much higher than average and there should be a big question if your own sales do not point in the same direction.

And if they are not higher, here are pertinent questions: What percentage of your total advertising appropriation goes into these sections?

Is it enough?

Are the right media being used?

Is the list large enough?

Does the advertising have sufficient consistency?

Does the trouble lie with your salesmen in the territory?

Do you have too many distributors there—or too few?

The editors of the Survey of Buying Power are always pleased to assist individual subscribers by counseling with them on the application of the Survey to the problems of an individual company. During 1941 they gave such counsel to several hundred subscribers. This service, of course, cannot be carried to a point where detailed analyses of sales records or field surveys are required to get the answers to a subscriber's problem and to show the application of the Survey. The editors will refer subscribers who need this type of assistance to reliable sales analysts and sales counselors, who will do the required work for a reasonable fee.

Suggestions for Using the State, County, and City Figures

The following uses of data contained in SALES MANAGEMENT's annual Survey of Buying Power are among

those reported by the executives of the following companies: Hamilton Watch Co.; Packard Motor Car Co.; Crosley Radio Corp.; Serval Electrolux, Inc.; Dallas Chamber of Commerce; Pioneer Suspender Co.; American Laundry Machinery Co.; McCann-Erickson Co.; Standard Lime and Stone Co.; Standard Oil Co. of Indiana; Daniel Hays Co.

Also Braniff Airways; Van Sant, Dugdale & Co.; Geyer, Cornell & Newell, Inc.; Chesapeake & Ohio Railway; Brown Durrell Co.; Mohawk Carpet Mills; Colgate-Palmolive-Peet Co.; Campbell-Ewald Co.; Heywood-Wakefield; N. W. Ayer & Son; Grey Advertising Agency; Buick Motor Division of General Motors.

1. Advertising

- (a) Allocating by districts.
- (b) Checking media circulations against income and sales.
- (c) Servicing agency accounts.
- (d) Determining markets for intensive cultivation.
- (e) Selecting test cities.
- (f) Adjusting advertising quotas to sales results.

2. Market Planning

- (a) Determining market potentials.
- (b) Setting quotas for a new industry.
- (c) Checking relative merits of distributors.
- (d) Setting territorial quotas.
- (e) Furnishing spending power data to dealers.
- (f) Determining markets for test of new products or plans.
- (g) Appointing exclusive distributors.
- (h) Measuring progress or retrogression of specific areas.
- (i) Planning expansion programs.
- (j) Synchronizing production to the absorptive power of the market.

3. Handling the Individual Salesmen

- (a) Setting sales quotas.
- (b) Checking salesmen's results against potentials.
- (c) Offsetting salesmen's and distributors' alibis and hard-luck stories.
- (d) Revamping salesmen's route lists.
- (e) Selling the salesmen on their territories.

4. Other Uses

- (a) Attracting factories and distributors' branches.
- (b) Building bases for raising new capital.
- (c) Planning expansion programs.
- (d) Opening new company-owned retail sales outlets.
- (e) Locating industrial sites.
- (f) Proving need for improved transportation service.



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Editors of the Survey

RAYMOND BILL, *Publisher*

PHILIP SALISBURY, *Editor*

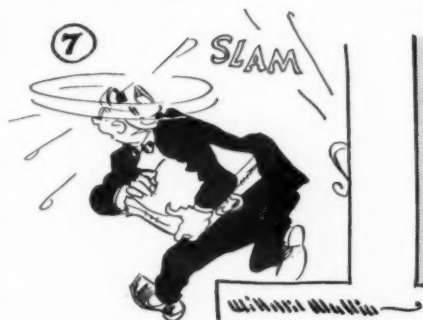
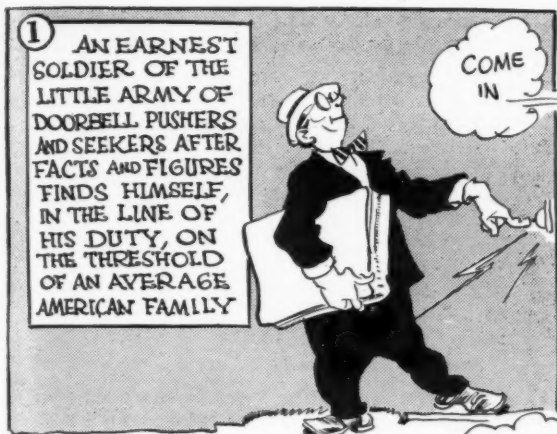
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SALES MANAGEMENT



MUTUAL BROADCASTING SYSTEM



FIRST IN THE **FIRST THREE**
NEWS...SPORTS...POPULAR MUSIC

Major Trading Areas—Their Sales and Income

Through the courtesy of Batten, Barton, Durstine and Osborn, SALES MANAGEMENT uses their unbiased delineation of major retail trading areas (minor wholesale areas), and every county in every state is assigned to one of these areas. Numerals at the left of the city names on this page are a key to similar numerals following the county names under each state commencing on page 68. Subscribers wishing to identify all of the counties belonging to a given city's trading area should consult below under

"State" and "No. of Counties," and also refer to the full-page outline maps which are published in connection with each of the nine major geographic sections.

Here are consolidated figures on such essentials as population, retail sales, Effective Buying Income, and National Buying Power—with information on all of the counties in the United States compressed into these 187 B. B. D. & O. areas, and 6 supplementary areas which have been set up by SALES MANAGEMENT.

No. of Area	City	State	No. of Counties	POPULATION, 1940 (In Thousands)				RETAIL SALES, 1941		AUTO SALES 1941 Model Year New Passenger Cars	EFFECTIVE BUYING INCOME, 1941  ESTI- MATE		National Buying Power %
				Total 1940	% of U. S. A.	Families (Esti- mated)	White Families (Esti- mated)	Dollars (in thousands)  Estimate	% of U. S. A.		Dollars (in thousands)	% of U. S. A.	
1	Augusta	Maine	1	77.2	.059	19.3	19.2	33,628	.062	2,037	52,261	.057	.058
2	Bangor	Maine	6	301.3	.228	74.8	74.4	107,111	.197	5,838	159,181	.176	.180
3	Lewiston	Maine	4	177.6	.134	46.1	46.0	68,933	.125	4,100	104,801	.115	.118
4	Portland	Maine	5	291.1	.222	78.8	78.6	140,329	.258	9,049	203,735	.223	.237
5	Barre	Vt.	1	41.5	.032	10.6	10.6	22,060	.042	1,239	33,532	.037	.038
6	Burlington	Vt.	5	114.4	.087	28.3	28.1	47,971	.088	3,031	69,339	.076	.080
7	Rutland	Vt.	3	105.8	.081	27.9	27.9	53,250	.098	4,010	78,245	.085	.091
8	St. Johnsbury	Vt.	3	52.5	.039	13.7	13.7	21,594	.040	1,468	31,443	.034	.037
9	Boston	Mass. 8, N. H. 10, Vt. 2	20	3,407.8	2.587	889.2	876.8	1,801,571	3.318	107,537	3,018,700	3.314	3.245
*9A	Manchester	N. H.	6	366.6	.278	99.8	99.6	171,446	.316	10,664	244,842	.269	.287
10	Fall River-New Bedford	Mass.	1	364.6	.277	96.7	95.1	154,865	.285	8,075	280,117	.307	.287
11	Springfield	Mass.	4	576.3	.438	151.5	150.1	297,479	.549	19,744	474,935	.521	.528
12	Worcester	Mass.	1	504.5	.383	128.4	127.7	241,201	.444	16,275	378,727	.416	.426
13	Providence	R. I.	5	713.4	.542	187.7	184.5	429,998	.791	24,574	665,000	.730	.743
14	Norwich-New London	Conn.	2	181.4	.137	48.0	47.5	110,188	.204	6,188	181,056	.199	.196
15	Hartford	Conn.	4	625.1	.475	162.4	159.7	414,687	.763	29,225	701,685	.769	.762
16	New Haven-Waterbury	Conn.	1	484.3	.368	128.1	125.1	323,551	.596	17,205	557,368	.612	.587
17	Albany-Troy-Schenectady	N. Y.	13	900.0	.683	250.1	248.1	410,277	.756	32,637	796,489	.874	.818
18	Utica	N. Y.	3	267.3	.203	70.5	70.2	108,969	.201	9,402	204,478	.225	.215
19	Binghamton	N. Y. 5, Pa. 1	6	350.4	.267	95.7	95.4	150,505	.277	11,500	283,362	.311	.294
20	Elmira	N. Y. 2, Pa. 2	4	172.3	.131	47.9	47.6	70,291	.130	5,557	127,074	.139	.134
21	Syracuse	N. Y.	7	573.2	.436	157.5	156.5	267,954	.475	21,060	490,718	.540	.511
22	Watertown	N. Y.	4	242.2	.184	63.2	62.7	92,101	.170	7,654	183,906	.202	.167
23	New York	N. Y. 14, N. J. 14, Conn. 1	29	12,994.2	9.869	3,500.7	3,351.5	6,725,933	12.386	349,940	13,051,400	14.323	12,958
**23A	Newark	N. J.	7	2,879.6	2.187	760.2	727.9	1,543,277	2.842	103,597	2,792,446	3.065	2,919
24	Scranton	Pa.	4	355.3	.270	86.9	86.6	136,031	.251	7,111	243,476	.268	.252
25	Wilkes-Barre	Pa.	2	492.9	.374	115.7	115.3	174,528	.323	10,619	315,881	.347	.328
26	Rochester	N. Y.	7	713.8	.541	196.8	195.7	330,391	.607	28,675	626,084	.688	.656
27	Buffalo	N. Y. 7, Pa. 2	9	1,345.3	1.022	358.2	352.1	588,183	1.083	57,727	1,099,836	1.207	1.175
28	Erie	Pa.	4	301.1	.227	80.7	80.0	144,393	.267	11,978	245,691	.270	.271
29	Johnstown	Pa.	2	298.5	.227	68.9	68.3	111,638	.206	8,379	181,209	.198	.201
30	Pittsburgh	Pa. 17, W. Va. 4, Ohio 1	22	3,344.7	2.542	839.0	802.9	1,436,586	2.645	117,115	2,505,300	2.751	2,710
31	Clarksburg	W. Va. 12, Va. 1	13	301.5	.229	70.5	69.0	66,269	.122	4,469	114,741	.125	.121
32	Parkersburg	W. Va.	7	140.8	.107	34.7	34.5	35,620	.066	2,213	62,732	.069	.067
33	Wheeling	W. Va. 5, Ohio 1	6	269.3	.206	68.8	67.1	93,501	.173	5,869	150,326	.164	.166
34	Altoona	Pa.	2	181.2	.138	46.5	46.0	72,857	.135	5,297	117,027	.129	.131
35	Harrisburg	Pa.	13	628.4	.330	215.6	211.4	330,010	.607	26,926	558,064	.612	.613
36	Williamsport	Pa.	3	135.7	.103	36.5	36.2	55,190	.102	4,339	96,087	.105	.104
37	Philadelphia	Pa. 13, N. J. 7	20	4,661.3	3.539	1,209.3	1,122.9	2,328,917	4.289	157,608	3,959,473	4.344	4,263
38	Wilmington	Del. 3, Md. 1	4	292.9	.222	76.8	67.5	178,527	.330	13,068	260,594	.286	.307
39	Baltimore	Md. 16 Va. 5, W. Va. 2	23	1,537.8	1.168	396.3	328.8	768,141	1.415	49,846	1,276,076	1.400	1,385
40	Cumberland	Md. 2, W. Va. 7	9	196.6	.150	47.0	46.2	61,749	.114	3,456	103,397	.113	.111
41	Hagerstown	Md. 1, Pa. 2	3	148.9	.113	38.1	37.3	58,253	.107	4,016	95,841	.105	.105
42	Washington	D. C., Md. 3, Va. 12	16	1,118.1	.848	283.9	227.9	749,952	1.381	59,277	1,235,085	1.356	1,376
43	Harrisonburg	Va.	4	87.2	.066	21.2	20.3	27,185	.050	1,961	44,050	.048	.049
44	Winchester	Va.	2	33.3	.026	8.5	7.8	13,489	.025	772	21,764	.024	.024
45	Cleveland	Ohio	20	2,604.1	1.976	713.5	682.8	1,329,891	2.448	125,582	2,430,070	2.667	2,615
†45A	Akron	Ohio	1	339.4	.258	91.6	88.2	177,313	.326	18,061	337,216	.370	.360
46	Youngstown	Ohio	2	372.6	.282	92.8	87.8	175,477	.324	14,980	325,965	.358	.345
47	Columbus	Ohio	20	978.0	.743	266.6	254.6	434,799	.801	31,922	726,770	.797	.798
48	Springfield	Ohio	2	120.9	.092	34.0	31.3	54,353	.100	5,193	93,898	.103	.104
49	Zanesville	Ohio	6	199.5	.152	55.9	54.7	66,336	.123	4,898	117,937	.129	.125
50	Cincinnati	Ohio 10, Ind. 5, Ky. 14	29	1,382.7	1.049	387.7	362.4	616,548	1.135	44,781	1,095,215	1.203	1,163
51	Dayton	Ohio	6	472.2	.359	131.8	124.9	228,312	.420	21,806	395,449	.434	.438
52	Charleston	W. Va. 12, Va. 2	14	764.1	.581	169.9	151.0	230,871	.425	15,335	361,065	.396	.404
53	Huntington	W. Va. 6, Ky. 10, Ohio 1	17	621.4	.472	137.0	131.9	144,180	.265	8,923	216,077	.240	.248
54	Lima	Ohio	5	184.3	.141	51.7	50.8	76,558	.141	6,415	130,577	.142	.142
55	Toledo	Ohio 14, Mich. 3	17	874.4	.664	244.6	239.9	399,177	.735	36,231	701,624	.772	.768

*Figures also combined under Boston No. 9.

**Figures also combined under New York No. 23.
(Continued on page 30)

†Figures also combined under Cleveland No. 45.

Survey Buying Power Among the Industrially Employed and Use Popular Mechanics

Last summer Sales Management advised manufacturers to train their sales guns on the workers, especially industrial workers.

That suggestion grows better with each passing month. Wages and employment both keep rising for the industrially employed. Department of Commerce figures showed that factory average weekly earnings were up 20% in November, 1941 over November, 1940. The number employed increased 15.8%. In the manufacture of goods that the Department lists as commodities, that increase in wages and salaries, was 38.7%. For all wages and salaries, the increase was 22.5%.

Yes, in one year the buying power of the industrially employed increased 72% more than the average. And the nation had not—nor has it yet—hit its stride in production for war.

A Readership with Buying Power

A reader survey showed that 24.4% of Popular Mechanics' subscribers and newsstand buyers were skilled artisans; 14.8% were proprietors or executives; and 18.7% were professional men or salesmen. A total of 79.2% reported that Popular Mechanics was helpful in their work or business and 54.3% were influential enough to affect business purchases where they worked.

In purchases for their homes, 96% said they had a voice, and in selecting merchandise for personal use, 89.7% said they favored known, advertised brands.

Even before defense expenditures became huge, readers of Popular Mechanics enjoyed good incomes and bought expensive articles. A Starch study of family income showed 65.5% of Popular Mechanics' families above the \$2000 line, whereas for the nation as a whole the percentage was 21%. A reader study showed 88½% owning cars with 23% of the families owning two or more; 98½% owned radios, many of the expensive makes; 60% owned electrical refrigerators; and

48% owned—just for hobby reasons—one or more pieces of power driven home workshop equipment.

Sustained Earnings Seem Certain

The readers of Popular Mechanics, for the most part, should continue to enjoy high earnings. The readers are concentrated where wealth and industrial activity are concentrated. There are twelve states that contain 68.5% of the nation's plants producing \$5000 worth of products, or more, per year. These states have 69.7% of the nation's industrial wage earners, 71.7% of the federal income tax payers, and 64.9% of all the retail trade. In these states is 65% of Popular Mechanics' circulation. When war production drops in volume many of Popular Mechanics' readers will work to make up the big shortages in consumer goods, especially of the heavier, durable types.

In 1941, the circulation of Popular Mechanics—the only 25-cent magazine in its field—has been at its all time high for its forty-one years of publication although no circulation drive has been made in over four years. For 1941, the average monthly net paid circulation was 613,485.

To reach these more than six hundred thousand men that are "in the money" and in the market for both consumer and industrial goods costs less than a dollar and a half per page per thousand whether you use one page or twelve.



To advertise and to sell goods economically, use Popular Mechanics. All the reasons why, supported by data, cannot be given for all the products here. But, let us know what you are interested in selling and we gladly give you such detailed facts about Popular Mechanics Magazine and its man market for that product that your final decision will be right.

POPULAR MECHANICS
Magazine

200 East Ontario St., Chicago • New York • Detroit • Columbus

Major Trading Areas—Their Sales and Income

(Continued from page 28)

No. of Area	City	State	No. of Counties	POPULATION, 1940 (In Thousands)				RETAIL SALES, 1941		AUTO SALES 1941 Model Year New Passenger Cars	EFFECTIVE BUYING INCOME, 1941  ESTIMATE		National Buying Power %
				Total 1940	% of U. S. A.	Families (Estimated)	White Families (Estimated)	Dollars (in thousands)  Estimate	% of U. S. A.		Dollars (in thousands)	% of U. S. A.	
56	Indianapolis	Ind.	33	1,295.2	.984	368.8	351.4	569,375	1.049	51,739	1,009,962	1.111	1.098
57	Richmond	Ind.	2	65.2	.050	18.3	17.5	29,999	.055	2,404	51,895	.057	.056
58	Battle Creek	Mich.	1	94.2	.072	26.8	26.0	50,561	.093	4,662	89,480	.098	.097
59	Bay City	Mich.	14	182.7	.138	46.6	46.4	77,265	.142	6,098	123,574	.137	.140
60	Detroit	Mich.	14	2,771.5	2.105	719.9	678.6	1,525,918	2.810	198,952	2,749,233	3.018	3.110
61	Flint	Mich.	1	227.9	.173	60.4	58.7	126,436	.234	12,948	195,941	.215	.232
62	Jackson	Mich.	2	119.0	.091	32.8	32.4	59,611	.110	5,059	100,774	.111	.111
63	Lansing	Mich.	5	249.6	.189	69.7	69.1	125,386	.231	10,836	199,334	.218	.227
64	Saginaw	Mich.	3	166.8	.127	43.8	42.9	79,967	.148	8,099	134,805	.147	.153
65	Fort Wayne	Ind.	11	374.2	.284	104.8	104.0	163,875	.302	15,733	280,130	.306	.313
66	Lafayette	Ind.	3	79.1	.060	22.3	22.2	40,541	.074	3,165	68,663	.075	.075
67	Logansport	Ind.	5	107.9	.082	30.9	30.8	39,350	.073	3,411	67,916	.075	.075
68	Muncie	Ind.	4	138.2	.104	40.4	39.3	57,696	.106	4,854	95,973	.105	.107
69	South Bend	Ind.	3	260.3	.198	71.7	70.6	125,481	.231	13,863	219,033	.241	.245
70	Terre Haute	Ind. 6, Ill. 3	9	297.1	.219	85.2	83.7	103,033	.189	7,901	174,942	.191	.190
71	Champaign-Urbana	Ill.	2	88.2	.067	24.6	23.9	43,277	.080	3,923	70,383	.077	.080
72	Chicago	Ill. 25, Ind. 6, Wis. 5, Mich. 2	38	6,039.8	4.588	1,655.5	1,575.2	3,072,967	5.658	242,486	5,468,268	6.001	5.843
72A	Rockford	Ill.	6	259.5	.198	73.4	72.6	115,564	.212	10,735	197,307	.216	.218
73	Bloomington	Ill.	2	92.1	.070	26.3	26.1	40,405	.075	2,859	75,293	.083	.079
74	Danville	Ill. 1, Ind. 2	3	114.2	.087	32.5	31.6	40,668	.074	2,982	76,800	.084	.078
75	Decatur	Ill.	6	190.4	.144	53.5	53.0	73,798	.136	6,655	124,243	.136	.137
76	Mattoon	Ill.	3	63.6	.048	18.3	18.2	20,174	.037	2,011	35,100	.039	.039
77	Peoria	Ill.	11	431.2	.329	123.9	122.5	179,358	.330	16,314	306,389	.335	.340
78	Quincy	Ill. 3, Mo. 2	5	122.3	.094	36.4	35.6	36,773	.068	3,018	67,274	.074	.071
79	Springfield	Ill.	10	335.6	.253	94.0	92.2	124,535	.229	11,622	217,705	.239	.240
80	Kalamazoo	Mich.	3	167.0	.126	47.7	47.0	91,728	.169	7,309	143,299	.157	.164
81	Green Bay	Wis. 5, Mich. 3	8	250.6	.192	63.0	62.5	98,428	.191	6,453	160,578	.175	.175
82	Grand Rapids	Mich.	23	746.8	.568	206.1	203.8	345,036	.635	25,414	555,638	.609	.620
83	La Crosse	Wis.	3	107.9	.082	28.2	28.1	40,461	.075	2,567	66,794	.072	.072
84	Madison	Wis.	4	205.4	.155	55.2	55.0	96,854	.178	7,372	157,006	.173	.176
85	Milwaukee	Wis.	35	1,986.9	1.508	524.0	519.5	871,074	1.604	67,968	1,482,518	1.628	1.620
86	Superior	Wis. 10, Mich. 9	19	411.1	.313	106.9	105.9	150,654	.277	9,365	248,648	.273	.270
87	Burlington	Iowa 7, Ill. 1	8	164.3	.125	47.1	46.6	53,640	.098	4,860	88,296	.098	.101
88	Cedar Rapids	Iowa	4	159.3	.121	45.6	45.2	72,004	.134	5,425	116,522	.127	.131
89	Davenport-Clinton-Moline-Rock Island	Iowa 5, Ill. 1	6	310.1	.235	87.7	86.7	138,074	.254	11,443	227,413	.250	.253
90	Dubuque	Iowa 8, Wis. 1	9	244.6	.185	64.1	64.1	81,528	.150	5,726	119,951	.131	.139
91	Ottumwa	Iowa	1	44.3	.034	12.8	12.7	16,320	.030	1,193	28,739	.031	.030
92	Waterloo	Iowa	5	150.3	.115	41.6	41.2	62,447	.115	5,288	87,516	.095	.106
93	Duluth	Minn.	7	297.0	.225	80.1	79.2	115,862	.214	8,095	182,854	.201	.208
94	Sioux Falls	S. D.	28	297.4	.226	76.0	74.8	109,378	.201	6,782	145,322	.160	.177
95	Minneapolis-St. Paul	Minn. 79, Wis. 8, N. D. 1, S. D. 4	92	2,749.1	2.088	713.1	707.6	1,092,315	2.012	83,463	1,647,259	1.808	1.906
96	Fargo-Grand Forks	N. D. 52, Mont. 2	54	639.4	.487	151.7	149.6	203,505	.375	14,574	270,638	.297	.334
97	Sioux City	Iowa 12, Minn. 1, S. D. 30, Nebr. 3	46	609.7	.466	161.2	159.7	223,091	.411	15,212	319,683	.350	.378
98	Lincoln	Nebr.	13	249.2	.187	71.4	71.2	83,352	.154	6,184	119,768	.131	.141
99	Omaha	Nebr. 78, Iowa 7, S. D. 6	89	1,231.2	.934	333.3	325.8	419,048	.772	33,142	614,784	.676	.728
100	Des Moines	Iowa	46	1,058.8	.804	295.5	292.7	383,356	.706	31,030	564,341	.618	.664
101	Mason City	Iowa	4	89.6	.068	24.2	24.1	35,662	.066	2,729	51,637	.058	.062
102	St. Louis	Mo. 53, Ark. 1, Ill. 26	80	3,024.3	2.294	833.5	767.0	1,028,832	1.895	93,338	1,815,372	1.991	1.980
103	Springfield	Mo. 20, Ark. 1	21	390.6	.298	106.6	105.9	82,305	.152	6,742	127,434	.139	.146
104	Joplin	Mo. 3, Kan. 1, Okla. 2	6	207.7	.158	58.9	57.5	56,239	.104	4,501	86,101	.093	.098
105	Kansas City	Mo. 27, Kan. 70, Okla. 3	100	2,270.6	1.725	657.0	621.2	836,453	1.540	68,786	1,322,068	1.455	1.510
106	St. Joseph	Mo.	9	204.1	.154	59.1	58.1	61,764	.114	4,484	99,338	.109	.112
107	Wichita	Kan. 32, Okla. 8, Texas 1	41	610.0	.463	172.9	169.8	237,789	.437	21,141	374,139	.408	.431
108	Danville	Va. 4, N. C. 1	5	208.9	.159	45.1	31.9	45,715	.084	3,921	76,319	.084	.084
109	Lynchburg	Va.	8	205.4	.156	47.3	38.1	59,113	.109	4,314	100,501	.111	.109
110	Newport News	Va.	2	84.5	.064	19.6	12.8	35,406	.066	5,157	63,701	.070	.074
111	Staunton	Va.	2	61.0	.047	13.9	12.8	18,606	.035	1,691	29,928	.033	.034
112	Norfolk	Va. 5, N. C. 12	17	494.8	.375	118.2	72.3	157,974	.291	16,211	276,205	.303	.307
113	Roanoke	Va.	11	309.3	.235	71.8	65.3	87,594	.160	8,561	146,034	.160	.166
114	Richmond	Va.	35	721.6	.549	173.1	113.0	254,089	.468	20,610	410,971	.452	.462
115	Asheville	N. C.	16	390.2	.296	87.2	80.0	84,389	.155	5,729	139,278	.153	.153
116	Charlotte	N. C. 17, S. C. 4	21	981.9	.745	220.5	171.5	282,090	.483	21,778	398,896	.438	.465
117	Durham	N. C.	3	128.3	.098	30.2	20.2	43,755	.081	3,238	65,162	.072	.075
118	Greensboro	N. C.	5	338.5	.258	78.4	64.2	104,447	.192	9,285	170,024	.186	.192
119	Wilmington	N. C.	5	155.6	.118	35.0	22.8	36,697	.067	3,290	62,727	.068	.068
120	Winston-Salem	N. C.	7	323.0	.246	73.6	59.7	75,907	.141	5,933	134,057	.146	.144
121	Raleigh	N. C.	30	1,167.5	.886	247.5	154.3	256,355	.472	22,784	416,428	.459	.474
122	Charleston	S. C.	6	261.8	.199	62.6	28.1	68,242	.126	7,624	95,326	.105	.121
123	Columbia	S. C.	20	793.0	.600	176.5	94.1	195,882	.361	17,774	262,614	.287	.330

(Figures also combined under Chicago No. 72.)

(Continued on page 32)

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AND OF PARTICULAR NOTE... these gains were not bolstered by higher rates or a long period of rate protection. In fact, FAWCETT WOMEN'S GROUP rates have not been raised since March, 1937. Yet the estimated circulation of the February, 1942, issue—3,312,285—is 611,264 greater than February, 1941... and higher by nearly 400,000 than that of the next largest Group—which Group has a higher rate than FAWCETT WOMEN'S GROUP.

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APRIL 10, 1942

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Major Trading Areas—Their Sales and Income

(Continued from page 30)

No. of Area	City	State	No. of Counties	POPULATION, 1940 (In Thousands)				RETAIL SALES, 1941		AUTO SALES 1941 Model Year New Passenger Cars	EFFECTIVE BUYING INCOME, 1941  ESTIMATE		National Buying Power %
				Total 1940	% of U. S. A.	Families (Estimated)	White Families (Estimated)	Dollars (in thousands)  Estimate	% of U. S. A.		Dollars (in thousands)	% of U. S. A.	
124	Greenville	S. C.	7	502.2	.383	117.4	89.4	142,569	.263	9,114	204,185	.225	.242
125	Albany	Ga.	15	275.5	.211	65.6	33.7	53,307	.102	4,182	85,609	.095	.097
126	Augusta	Ga. 12, S. C. 6	18	357.7	.270	86.3	40.4	71,875	.131	5,538	107,008	.118	.125
127	Atlanta	Ga. 56, Ala. 2, S. C. 1	59	1,495.3	1.137	365.0	274.1	443,040	.816	33,973	638,033	.699	.761
128	Columbus	Ga. 9, Ala. 2	11	220.5	.167	50.1	27.1	51,440	.095	6,179	72,033	.079	.093
129	Macon	Ga.	39	636.1	.483	149.9	87.5	129,597	.238	9,740	206,915	.226	.231
130	Savannah	Ga. 21, S. C. 2	23	379.8	.288	92.5	52.0	97,057	.179	9,196	138,930	.153	.168
131	Jacksonville	Fla. 34, Ga. 1	35	776.3	.589	207.0	136.2	251,314	.463	25,142	377,757	.414	.454
132	Miami	Fla.	7	422.8	.321	121.6	95.0	230,270	.424	19,367	307,172	.336	.383
133	Pensacola	Fla.	10	215.9	.164	52.2	40.5	42,528	.079	5,405	66,256	.073	.081
134	Tampa	Fla.	16	487.7	.371	140.3	113.2	186,611	.344	15,187	270,175	.297	.322
134A	St. Petersburg	Fla.	1	91.9	.070	29.0	24.6	48,199	.089	3,353	71,569	.079	.083
135	Evansville	Ind. 8, Ky. 3, Ill. 7	18	465.1	.353	128.1	121.9	143,973	.264	13,319	234,909	.257	.266
136	Paducah	Ky. 8, Ill. 1	9	166.2	.126	45.6	41.3	42,657	.079	2,795	60,037	.067	.071
137	Lexington	Ky.	33	663.5	.503	149.4	136.8	132,598	.244	6,675	178,067	.194	.208
138	Louisville	Ky. 48, Ind. 4	52	1,292.8	.982	335.6	299.9	383,069	.705	30,611	593,451	.652	.683
139	Bristol	Va. 3, Tenn. 5, N. C. 4	12	349.5	.264	77.3	74.7	72,192	.133	6,036	102,787	.113	.126
140	Knoxville	Tenn. 21, Ky. 3, Va. 4	28	930.4	.707	208.2	196.8	192,501	.354	15,127	271,207	.295	.325
141	Nashville	Tenn.	39	944.7	.715	233.2	197.8	216,517	.398	18,127	325,166	.358	.382
142	Chattanooga	Tenn. 10, Ala. 2, Ga. 4	16	456.4	.347	108.4	94.6	112,689	.208	8,496	171,780	.189	.197
143	Memphis	Tenn. 20, Ky. 1, Ark. 10, Miss. 42	73	2,441.8	1.853	618.0	331.3	499,147	.919	38,861	740,412	.812	.868
144	Jackson	Miss.	9	274.0	.208	65.1	34.0	58,715	.108	4,726	83,862	.092	.101
145	Meridian	Miss. 12, Ala. 2	14	387.6	.295	90.6	54.9	61,838	.114	5,837	91,475	.101	.110
146	Vicksburg	Miss. 1, La. 1	2	58.0	.044	16.5	5.9	13,554	.025	886	23,262	.026	.025
147	Birmingham	Ala.	33	1,554.0	1.179	370.5	258.9	371,771	.685	26,502	535,556	.586	.630
148	Gadsden	Ala.	2	92.5	.070	21.6	18.7	23,708	.044	1,805	30,840	.034	.039
149	Montgomery	Ala. 18, Ga. 2	20	646.4	.492	154.3	82.8	130,727	.241	8,709	184,802	.204	.220
150	Fort Smith	Ark. 9, Okla. 2	11	318.2	.241	81.0	77.8	61,411	.112	3,908	92,730	.101	.105
151	Little Rock	Ark.	46	1,053.8	.802	266.7	202.1	211,099	.387	14,436	308,938	.337	.358
152	Oklahoma City	Okla.	46	1,410.3	1.071	367.7	338.6	363,579	.669	31,270	577,933	.636	.660
153	Tulsa	Okla.	15	639.7	.485	167.9	145.4	176,894	.326	15,287	294,242	.323	.329
154	Dallas	Texas	31	1,388.3	1.056	371.4	296.5	430,887	.794	46,140	684,825	.752	.806
155	Texarkana	Texas 1, Ark. 7	8	209.3	.160	53.7	35.5	43,631	.081	2,955	61,606	.069	.074
156	Waco	Texas	7	265.1	.200	70.1	59.1	65,415	.120	4,667	108,642	.119	.118
157	Amarillo	Texas	16	150.1	.112	41.3	40.1	67,654	.122	6,799	109,404	.121	.128
158	Wichita Falls	Texas	7	152.0	.116	41.1	38.6	57,288	.106	5,612	89,242	.098	.104
159	Fort Worth	Texas	84	1,218.5	.927	331.1	311.1	421,140	.776	40,994	673,265	.735	.777
160	Beaumont	Texas 6, La. 3	9	309.6	.233	81.1	61.3	100,477	.185	10,488	160,625	.176	.189
161	Houston	Texas	42	1,482.7	1.113	384.7	289.7	456,935	.841	41,547	686,258	.753	.808
162	Austin	Texas	4	178.8	.136	45.7	38.7	61,841	.114	5,315	92,260	.102	.110
163	San Antonio	Texas	45	1,143.4	.868	276.6	261.6	333,006	.613	29,537	538,122	.592	.614
164	Mobile	Ala. 6, Miss. 4	10	326.4	.248	78.2	50.8	86,368	.159	6,359	126,061	.139	.149
165	Natchez	Miss. 2, La. 2	4	71.7	.055	19.7	5.8	12,359	.023	819	18,086	.019	.020
166	New Orleans	La. 33, Miss. 12	45	1,684.1	1.279	418.0	280.4	433,527	.798	29,364	683,919	.752	.784
167	Shreveport	La. 25, Ark. 1	26	846.5	.644	212.8	125.0	200,410	.369	19,531	302,447	.332	.363
168	Billings	Mont. 18, Wyo. 1	19	139.4	.105	38.4	37.6	57,470	.105	4,406	80,683	.089	.097
169	Butte	Mont.	15	197.0	.151	59.2	58.4	104,696	.193	7,313	150,897	.166	.177
170	Great Falls	Mont.	17	163.4	.124	45.6	43.7	78,899	.145	5,429	118,114	.129	.136
171	Salt Lake City	Utah 25, Nev. 3, Wyo. 2, Ida. 21	51	810.8	.615	206.6	204.0	329,347	.606	21,821	454,890	.499	.548
172	Denver	Colo. 63, Wyo. 21, Kan. 2, Nebr. 1, N. M. 6, Okla. 1, Texas 1, S. D. 1, Utah 4	100	1,488.0	1.131	411.7	402.4	618,006	1.138	42,237	856,316	.940	1.035
173	Albuquerque	N. M.	14	276.3	.211	66.6	61.6	87,637	.161	5,888	110,520	.122	.139
174	El Paso	Texas 9, Ariz. 2, N. M. 11	22	380.3	.288	94.8	92.0	135,771	.250	10,983	197,413	.216	.237
175	Seattle	Washington	18	1,267.4	.961	398.9	390.5	722,901	1.331	51,089	1,085,213	1.191	1.250
176	Spokane	Wash. 15, Ida. 10, Mont. 4	29	531.0	.405	155.6	153.5	253,991	.468	15,062	383,773	.418	.431
177	Boise	Ida. 13, Ore. 1	14	178.0	.133	48.8	48.7	75,230	.139	5,114	97,531	.109	.122
178	Portland	Ore. 35, Wash. 6	41	1,196.1	.909	369.5	365.5	617,662	1.137	49,322	871,186	.957	1.050
179	Reno	Nev.	13	66.5	.051	20.9	19.8	51,518	.096	3,140	66,515	.072	.082
180	Fresno	Cal.	4	344.3	.262	95.4	91.5	166,125	.306	11,176	258,785	.283	.291
181	Stockton	Cal.	2	142.4	.108	39.4	37.3	71,778	.132	4,719	112,247	.123	.126
182	Sacramento	Cal.	17	443.4	.337	132.5	127.4	241,182	.444	16,887	404,300	.443	.441
183	San Francisco	Cal.	25	2,162.2	1.641	671.6	648.4	1,283,249	2.363	92,412	2,192,526	2.407	2.370
183A	Oakland	Cal.	2	613.5	.466	195.0	188.5	353,139	.650	27,358	599,456	.658	.655
184	Los Angeles	Cal. 9, Ariz. 2, Nev. 1	12	3,370.0	2.712	1,121.6	1,039.2	2,022,816	3.725	177,759	3,326,441	3.652	3.740
185	Phoenix	Ariz.	8	345.8	.262	90.6	77.5	130,829	.241	8,654	189,157	.206	.224
186	Tucson	Ariz.	2	82.3	.062	21.4	19.3	39,656	.073	2,356	53,093	.059	.064
187	San Diego	Cal.	1	289.4	.220	90.2	87.7	189,566	.349	16,182	290,126	.318	.338
TOTAL				131,689.3	100.000	34,853.3	31,569.9	54,299,981	100.000	4,152,744	91,119,967	100.000	100.000

{134A Figures also combined under Tampa No. 134.

{Figures also combined under San Francisco No. 183.

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1941 Effective Buying Income—Total Dollars— for Counties with Cities in the 100,000 Group

Here, listed according to rank, are the counties which in 1941 had the largest dollar totals of Effective Buying Income, according to exclusive estimates by SALES MANAGEMENT'S research department.

These counties in 1941 had total Effective Buying Income (in thousands of dollars) of \$51,799,295 or 56.8% of the national total.

This listing is confined to counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1930 Census.

County	State	City	1941 Effective Buying Income Estimate in Thousands	Rank in Group
5 Counties.....	N. Y.	New York.....	\$7,590,963	1
Cook.....	Ill.	Chicago.....	4,010,588	2
Los Angeles....	Cal.	Pasadena.....		
		Los Angeles....	2,700,795	3
Wayne.....	Mich.	Long Beach....		
Philadelphia....	Pa.	Detroit.....	2,178,328	4
		Philadelphia....	1,824,266	5
Allegheny.....	Pa.	Pittsburgh....	1,301,613	6
Cuyahoga.....	Ohio	Cleveland....	1,269,845	7
Suffolk.....	Mass.	Boston.....	1,005,824	8
Dist. of Columbia		Washington....	985,000	9
Baltimore.....	Md.	Baltimore....	973,577	10
Essex.....	N. J.	Newark.....	965,757	11
St. Louis.....	Mo.	St. Louis.....	955,899	12
San Francisco....	Cal.	San Francisco..	818,597	13
Middlesex.....	Mass.	Lowell.....	784,598	14
Milwaukee.....	Wis.	Milwaukee....	697,921	15
Hamilton.....	Ohio	Cincinnati....	683,845	16
Erie.....	N. Y.	Buffalo.....	661,702	17
Westchester....	N. Y.	Yonkers.....	580,230	18
Hudson.....	N. J.	Jersey City....	560,608	19
New Haven.....	Conn.	Waterbury....	557,368	20
		New Haven....		
Providence.....	R. I.	Providence....	555,525	21
		Pawtucket....		
Hartford.....	Conn.	Hartford.....	554,853	22
Alameda.....	Cal.	Oakland.....	527,442	23
King.....	Wash.	Seattle.....	527,403	24
Hennepin.....	Minn.	Minneapolis..	520,050	25
Fairfield.....	Conn.	Bridgeport....	509,865	26
Marion.....	Ind.	Indianapolis..	501,122	27
Jackson.....	Mo.	Kansas City...	451,884	28
Essex.....	Mass.	Lynn.....	420,331	29
Monroe.....	N. Y.	Rochester....	420,035	30
Worcester.....	Mass.	Worcester....	378,727	31
Franklin.....	Ohio	Columbus....	376,427	32
Multnomah....	Ore.	Portland.....	350,475	33
Lucas.....	Ohio	Toledo.....	350,462	34
Orleans.....	La.	New Orleans..	350,457	35
Harris.....	Texas	Houston.....	345,956	36
DeKalb-Fulton..	Ga.	Atlanta.....	341,897	37
Dallas.....	Texas	Dallas.....	340,458	38
Summit.....	Ohio	Akron.....	337,216	39
Jefferson.....	Ky.	Louisville....	337,056	40
Mahoning- Trumbull.....	Ohio	Youngstown...	325,965	41
Passaic.....	N. J.	Paterson.....	320,252	42
		Passaic.....		
Union.....	N. J.	Elizabeth....	312,232	43
San Diego.....	Cal.	San Diego....	290,126	44
Luzerne.....	Pa.	Wilkes-Barre..	287,904	45
Hampden.....	Mass.	Springfield...	283,569	46
Montgomery....	Ohio	Dayton.....	282,203	47
Bristol.....	Mass.	New Bedford..	280,117	48
		Fall River....		
Ramsey.....	Minn.	St. Paul.....	\$278,077	49
Jefferson.....	Ala.	Birmingham...	275,282	50
Onondaga.....	N. Y.	Syracuse.....	270,257	51
Shelby.....	Tenn.	Memphis.....	267,211	52
Denver.....	Colo.	Denver.....	265,136	53
Albany.....	N. Y.	Albany.....	247,520	54
Kent.....	Mich.	Grand Rapids..	233,105	55
Lake.....	Ind.	Gary.....	232,383	56
		Hammond....		
Henrico.....	Va.	Richmond....	228,451	57
Bexar.....	Texas	San Antonio..	215,660	58
Lackawanna....	Pa.	Scranton.....	210,988	59
Berks.....	Pa.	Reading.....	208,704	60
Dade.....	Fla.	Miami.....	208,185	61
Stark.....	Ohio	Canton.....	203,104	62
Tarrant.....	Texas	Fort Worth....	198,091	63
Norfolk.....	Va.	Norfolk.....	197,695	64
Genesee.....	Mich.	Flint.....	195,941	65
Camden.....	N. J.	Camden.....	195,249	66
Davidson.....	Tenn.	Nashville....	186,641	67
Douglas.....	Nebr.	Omaha.....	186,444	68
Sacramento....	Cal.	Sacramento....	181,912	69
Mercer.....	N. J.	Trenton.....	175,046	70
New Castle....	Del.	Wilmington...	173,993	71
Polk.....	Iowa	Des Moines...	172,348	72
Oklahoma.....	Okla.	Oklahoma City	166,297	73
Lancaster.....	Pa.	Lancaster....	163,360	74
Spokane.....	Wash.	Spokane.....	162,345	75
Salt Lake.....	Utah	Salt Lake City.	159,840	76
Oneida.....	N. Y.	Utica.....	158,091	77
Dauphin.....	Pa.	Harrisburg...	157,676	78
Erie.....	Pa.	Erie.....	153,659	79
Allen.....	Ind.	Fort Wayne...	147,855	80
Pierce.....	Wash.	Tacoma.....	145,931	81
Broome.....	N. Y.	Binghamton...	145,221	82
St. Louis.....	Minn.	Duluth.....	145,191	83
St. Joseph.....	Ind.	South Bend...	144,483	84
Lehigh.....	Pa.	Allentown....	142,995	85
Peoria.....	Ill.	Peoria.....	141,559	86
Tulsa.....	Okla.	Tulsa.....	140,639	87
Duval.....	Fla.	Jacksonville..	139,928	88
Cambria.....	Pa.	Johnstown...	136,188	89
Atlantic.....	N. J.	Atlantic City..	134,897	90
Ingham.....	Mich.	Lansing.....	128,934	91
Sedgwick.....	Kans.	Wichita.....	120,390	92
Maricopa.....	Ariz.	Phoenix.....	118,286	93
Hamilton.....	Tenn.	Chattanooga..	117,961	94
Schenectady...	N. Y.	Schenectady...	116,963	95
Mecklenburg...	N. C.	Charlotte.....	111,857	96
Vanderburgh...	Ind.	Evansville....	106,447	97
Caddo.....	La.	Shreveport...	105,076	98
Winnebago....	Ill.	Rockford.....	104,068	99
Rensselaer....	N. Y.	Troy.....	103,650	100
Knox.....	Tenn.	Knoxville....	102,064	101
Hillsborough...	Fla.	Tampa.....	93,491	102
Pulaski.....	Ark.	Little Rock...	91,454	103
Rock Island...	Ill.	Rock Island...	86,263	104
		Moline.....		
Mobile.....	Ala.	Mobile.....	84,464	105
Wyandotte....	Kans.	Kansas City...	83,435	106
El Paso.....	Texas	El Paso.....	79,065	107
Scott.....	Iowa	Davenport...	72,791	108
Cabell-Wayne...	W. Va.	Huntington...	71,725	109

1941 Retail Sales Estimates — Total Dollars — for Counties with Cities in the 100,000 Group

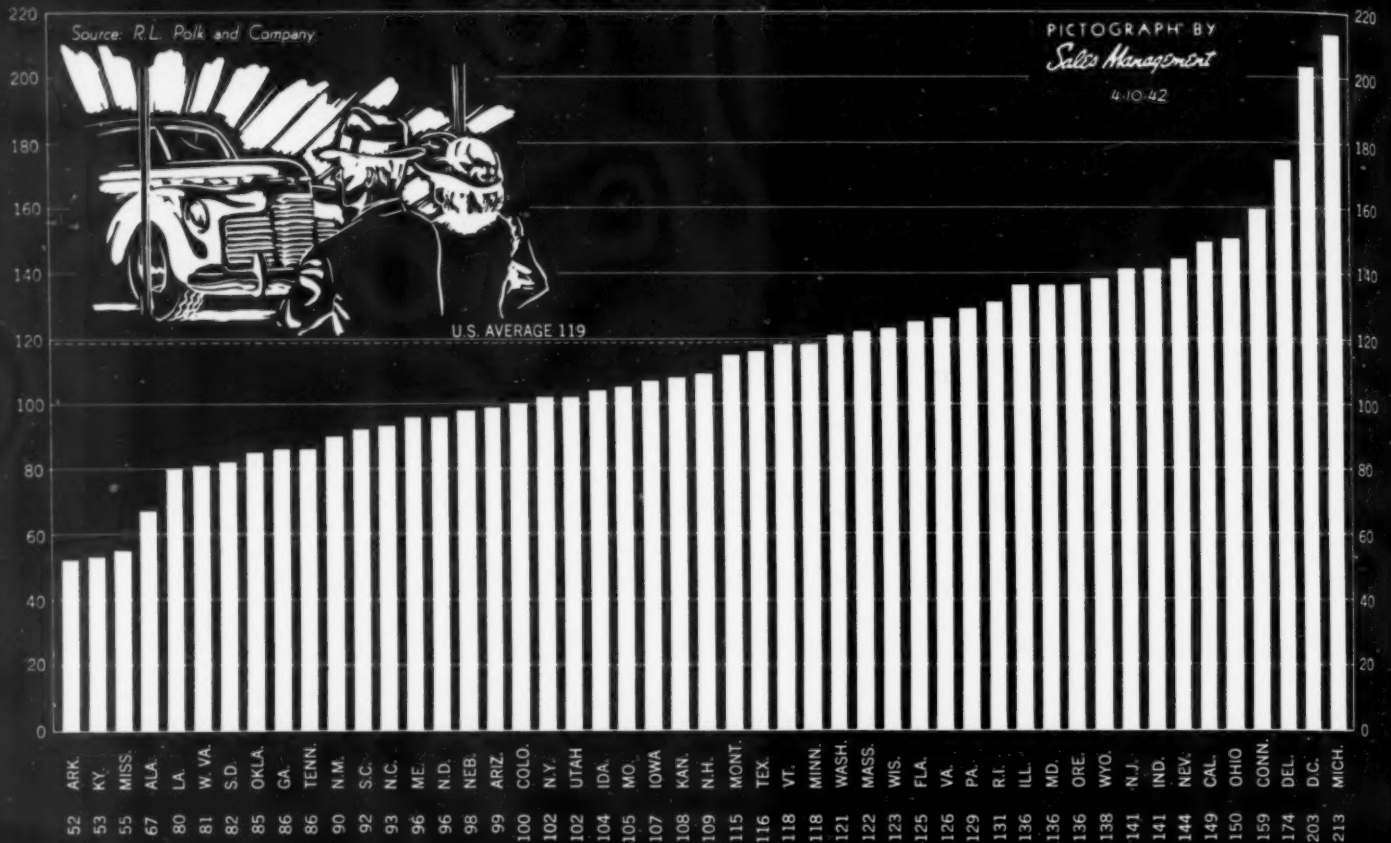
Here, listed according to rank, are the counties which in 1941 had the largest dollar totals of retail sales, according to exclusive estimates by SALES MANAGEMENT'S Research Department.

These counties in 1941 had total retail sales (in thousands) of 29,660,445 or 54.62% of the national total.

The listing is confined to counties containing cities whose city-zone (newspaper-carrier limit) population exceeded 100,000 in the 1930 census.

County	State	City	1941 Retail Sales Estimate in Thousands	Rank in Group	County	State	City	1941 Retail Sales Estimate in Thousands	Rank in Group	County	State	City	1941 Retail Sales Estimate in Thousands	Rank in Group
5 Counties	N. Y.	New York	\$3,694,440	1	Kent.	Mich.	Grand Rapids..	140,084	56	Albany	N. Y.	Albany	129,346	58
Cook	Ill.	Chicago	2,212,221	2	Lake.	Ind.	Gary.....	138,640	57	Genesee	Mich.	Flint.....	126,436	59
Los Angeles	Cal.	Pasadena			Bexar	Texas	Hammond.....		60	Bexar	Texas	San Antonio...	125,341	60
Los Angeles	Cal.	Los Angeles	1,628,771	3	Douglas	Nebr.	Omaha.....	122,744	61	Camden	N. J.	Camden.....	118,283	63
Wayne	Mich.	Long Beach			New Castle	Del.	Wilmington...	120,666	62	Stark	Ohio	Canton.....	117,480	64
Philadelphia	Pa.	Detroit	1,175,762	4	Lackawanna	Pa.	Scranton.....	117,092	65	Lackawanna	Pa.	Scranton.....	117,092	65
Philadelphia	Pa.	Philadelphia	1,088,724	5	Berks	Pa.	Reading.....	116,502	66	Berks	Pa.	Reading.....	116,502	66
Allegheny	Pa.	Pittsburgh	743,474	6	Tarrant	Texas	Fort Worth....	113,050	67	Tarrant	Texas	Fort Worth....	113,050	67
Cuyahoga	Ohio	Cleveland	684,558	7	Davidson	Tenn.	Nashville.....	112,263	68	Davidson	Tenn.	Nashville.....	112,263	68
Suffolk	Mass.	Boston	664,473	8	Oklahoma	Okla.	Oklahoma City	111,846	69	Oklahoma	Okla.	Oklahoma City	111,846	69
Dist. of Columbia		Washington	600,000	9	Salt Lake	Utah	Salt Lake City.	110,187	70	Salt Lake	Utah	Salt Lake City.	110,187	70
Baltimore	Md.	Baltimore	592,141	10	Norfolk	Va.	Norfolk.....	109,985	71	Norfolk	Va.	Norfolk.....	109,985	71
Essex	N. J.	Newark.....	536,233	11	Mercer	N. J.	Trenton.....	107,305	72	Mercer	N. J.	Trenton.....	107,305	72
St. Louis	Mo.	St. Louis.....	513,644	12	Sacramento	Cal.	Sacramento....	103,644	73	Sacramento	Cal.	Sacramento....	103,644	73
San Francisco	Cal.	San Francisco	445,256	13	Lancaster	Pa.	Lancaster.....	103,022	74	Lancaster	Pa.	Lancaster.....	103,022	74
Milwaukee	Wis.	Milwaukee....	406,095	14	Spokane	Wash.	Spokane.....	102,356	75	Spokane	Wash.	Spokane.....	102,356	75
Middlesex	Mass.	Lowell.....	390,829	15	Polk	Iowa	Des Moines...	100,319	76	Polk	Iowa	Des Moines...	100,319	76
Hamilton	Ohio	Cincinnati...	371,737	16	Pierce	Wash.	Tacoma.....	96,825	77	Pierce	Wash.	Tacoma.....	96,825	77
Erie	N. Y.	Buffalo.....	360,411	17	Dauphin	Pa.	Harrisburg....	95,156	78	Dauphin	Pa.	Harrisburg....	95,156	78
Providence	R. I.	Providence....	356,134	18	Lehigh	Pa.	Allentown....	90,838	79	Lehigh	Pa.	Allentown....	90,838	79
King	Wash.	Pawtucket....			Duval	Fla.	Jacksonville...	89,670	80	Duval	Fla.	Jacksonville...	89,670	80
New Haven	Conn.	Seattle.....	342,085	19	St. Louis	Minn.	Duluth.....	88,759	81	St. Louis	Minn.	Duluth.....	88,759	81
New Haven	Conn.	Waterbury....	323,551	20	Erie	Pa.	Erie.....	87,863	82	Erie	Pa.	Erie.....	87,863	82
New Haven	Conn.	New Haven...			Tulsa	Okla.	Tulsa.....	86,854	83	Tulsa	Okla.	Tulsa.....	86,854	83
Westchester	N. Y.	Yonkers.....	321,685	21	Oneida	N. Y.	Utica.....	85,805	84	Oneida	N. Y.	Utica.....	85,805	84
Hartford	Conn.	Hartford.....	320,556	22	Peoria	Ill.	Peoria.....	85,513	85	Peoria	Ill.	Peoria.....	85,513	85
Hennepin	Minn.	Minneapolis...	317,951	23	Cambria	Pa.	Johnstown...	85,005	86	Cambria	Pa.	Johnstown...	85,005	86
Alameda	Cal.	Oakland.....	310,489	24	Allen	Ind.	Fort Wayne...	83,119	87	Allen	Ind.	Fort Wayne...	83,119	87
Fairfield	Conn.	Bridgeport...	301,582	25	Maricopa	Ariz.	Phoenix.....	82,329	88	Maricopa	Ariz.	Phoenix.....	82,329	88
Jackson	Mo.	Kansas City...	296,828	26	Ingham	Mich.	Lansing.....	81,898	89	Ingham	Mich.	Lansing.....	81,898	89
Hudson	N. J.	Jersey City...	290,404	27	St. Joseph	Ind.	South Bend...	81,793	90	St. Joseph	Ind.	South Bend...	81,793	90
Marion	Ind.	Indianapolis...	268,187	28	Atlantic	N. J.	Atlantic City..	79,820	91	Atlantic	N. J.	Atlantic City..	79,820	91
DeKalb-Fulton	Ga.	Atlanta.....	255,696	29	Broome	N. Y.	Binghamton...	78,194	92	Broome	N. Y.	Binghamton...	78,194	92
Multnomah	Ore.	Portland.....	245,894	30	Sedgwick	Kans.	Wichita.....	76,588	93	Sedgwick	Kans.	Wichita.....	76,588	93
Harris	Texas	Houston.....	243,218	31	Hamilton	Tenn.	Chattanooga...	74,411	94	Hamilton	Tenn.	Chattanooga...	74,411	94
Worcester	Mass.	Worcester....	241,201	32	Mecklenburg	N. C.	Charlotte.....	74,258	95	Mecklenburg	N. C.	Charlotte.....	74,258	95
Franklin	Ohio	Columbus....	233,816	33	Knox	Tenn.	Knoxville.....	69,756	96	Knox	Tenn.	Knoxville.....	69,756	96
Essex	Mass.	Lynn.....	231,271	34	Pulaski	Ark.	Little Rock...	66,383	97	Pulaski	Ark.	Little Rock...	66,383	97
Monroe	N. Y.	Rochester....	230,360	35	Hillsborough	Fla.	Tampa.....	65,372	98	Hillsborough	Fla.	Tampa.....	65,372	98
Dallas	Texas	Dallas.....	214,280	36	Caddo	La.	Shreveport...	65,178	99	Caddo	La.	Shreveport...	65,178	99
Denver	Colo.	Denver.....	206,128	37	Vanderburgh	Ind.	Evansville....	64,238	100	Vanderburgh	Ind.	Evansville....	64,238	100
Passaic	N. J.	Paterson.....	198,830	38	Winnebago	Ill.	Rockford.....	62,346	101	Winnebago	Ill.	Rockford.....	62,346	101
Orleans	La.	New Orleans..	195,417	39	Schenectady	N. Y.	Schenectady...	61,230	102	Schenectady	N. Y.	Schenectady...	61,230	102
Jefferson	Ky.	Louisville....	194,780	40	Mobile	Ala.	Mobile.....	53,908	103	Mobile	Ala.	Mobile.....	53,908	103
Lucas	Ohio	Toledo.....	194,661	41	Rensselaer	N. Y.	Troy.....	52,148	104	Rensselaer	N. Y.	Troy.....	52,148	104
Ramsey	Minn.	St. Paul.....	190,293	42	Rock Island	Ill.	Rock Island...	51,640	105	Rock Island	Ill.	Rock Island...	51,640	105
San Diego	Cal.	San Diego....	189,566	43	Wyandotte	Kans.	Kansas City...	50,157	106	Wyandotte	Kans.	Kansas City...	50,157	106
Jefferson	Ala.	Birmingham...	181,959	44	El Paso	Texas	El Paso.....	48,280	107	El Paso	Texas	El Paso.....	48,280	107
Summit	Ohio	Akron.....	177,313	45	Cabell-Wayne	W. Va.	Huntington...	47,382	108	Cabell-Wayne	W. Va.	Huntington...	47,382	108
Hampden	Mass.	Springfield...	177,236	46	Scott	Iowa	Davenport....	43,500	109	Scott	Iowa	Davenport....	43,500	109
Mahoning	Ohio	Youngstown...	175,477	47										
Trumbull	Ohio	Youngstown...	175,477	47										
Shelby	Tenn.	Memphis.....	173,864	48										
Union	N. J.	Elizabeth.....	170,530	49										
Montgomery	Ohio	Dayton.....	162,072	50										
														</

NEW PASSENGER CAR SALES PER 1000 FAMILIES 1941 MODEL YEAR



INCOME TAX RETURNS PER 1000 POPULATION



Children

Market
Fuel Company
Food Company
Metal Company
Bearing Plant
Florist Shop
Magazine Press
Material Supply
Arsenal
Business Office
Machine Tool Plant

1 boy
24 1, 4 boys, 9, 7,
1 girl, 10 s.
1 boy, 4 1/2
1 girl, 3
~~2 girls, 3,
1 boy, 4
1 boy, 14
1 girl, 9~~

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Market
Fuel Company
Company
Metal Company
Belting Plant
Florist Shop
Magazine Press
Industrial Supply
Arsenal
Business Office

1 boy
1 boy
1 girl, 1 boy
1 girl, 1 boy
1 boy, 4 1/2
1 girl, 3
2 girls, 3
1 boy, 4
1 boy, 14

Here's Where The Money Is!



Their wives have much in common

NEW money's flowing — all across America — and across all income lines. How is it being spent? Here's a hint: This is how the husbands of 5 new Ladies' Home Journal subscribers in Philadelphia would look — *lined up in the order their wives' subscriptions were taken*. A fair cross-section of the new money, some saved for the future, some headed for HOME spending. For wherever the Journal goes, you'll find a wide-awake woman looking for practical help in her home-making and in purchases for her family.

• And Ladies' Home Journal advertising revenue goes along with the trend: first 4 months of 1942 are 23.9% over the same period in 1941!

boys, 11, 9
boys, 7, 5
boys, 9, 7, 4
boys, 12, 6
boy, 7

Reaching a Cross-Section of America

Shipyard
Telephone Company
Transportation Company


1 girl, 17, 2 boys, 17, 8
1 girl, 1
-
1 girl, 18, 1 boy, 17




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1941 Effective Buying Income, Per Capita—for Cities with City-Zone Populations Over 100,000

Here, listed according to rank are SALES MANAGEMENT'S exclusive estimates of per capita Effective Buying Income for the year 1941 (arithmetical average). The listing is confined to cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1930 census. Excluded are about a dozen suburbs of larger cities.

City	State	1941 Effective Buying Income, Per Capita,  Estimate	Rank in Group
Akron.....	Ohio	\$1,050	30
Albany.....	N. Y.	971	58
Allentown.....	Pa.	911	77
Atlanta.....	Ga.	790	101
Atlantic City.....	N. J.	1,321	6
Baltimore.....	Md.	1,020	42
Binghamton.....	N. Y.	862	90
Birmingham.....	Ala.	700	112
Boston.....	Mass.	1,058	28
Bridgeport.....	Conn.	1,275	8
Buffalo.....	N. Y.	855	91
Camden.....	N. J.	922	73
Canton.....	Ohio	985	50
Charlotte.....	N. C.	938	67
Chattanooga.....	Tenn.	739	108
Chicago.....	Ill.	1,039	38
Cincinnati.....	Ohio	1,207	12
Cleveland.....	Ohio	1,153	17
Columbus.....	Ohio	1,030	41
Dallas.....	Texas	940	65
Davenport.....	Iowa	972	57
Dayton.....	Ohio	1,044	34
Denver.....	Colo.	822	98
Des Moines.....	Iowa	992	48
Detroit.....	Mich.	1,174	14
Duluth.....	Minn.	760	105
Elizabeth.....	N. J.	1,049	31
El Paso.....	Texas	747	107
Erie.....	Pa.	827	95
Evansville.....	Ind.	1,005	46
Fall River.....	Mass.	697	113
Flint.....	Mich.	1,043	35
Fort Wayne.....	Ind.	1,078	26
Fort Worth.....	Texas	958	62
Gary.....	Ind.	883	86
Grand Rapids.....	Mich.	1,107	23
Hammond.....	Ind.	890	84
Harrisburg.....	Pa.	1,041	37
Hartford.....	Conn.	1,386	2
Houston.....	Texas	823	97
Huntington.....	W. Va.	761	104
Indianapolis.....	Ind.	1,205	13
Jacksonville.....	Fla.	785	102
Jersey City.....	N. J.	929	71
Johnstown.....	Pa.	829	94
Kansas City.....	Kans.	661	115
Kansas City.....	Mo.	982	53
Knoxville.....	Tenn.	696	114
Lancaster.....	Pa.	1,046	33
Lansing.....	Mich.	1,053	29
Little Rock.....	Ark.	633	116
Long Beach.....	Cal.	1,360	3
Los Angeles.....	Cal.	1,112	21
Louisville.....	Ky.	983	51
Lowell.....	Mass.	929	71

City	State	1941 Effective Buying Income, Per Capita,  Estimate	Rank in Group
Lynn.....	Mass.	\$981	54
Memphis.....	Tenn.	813	100
Miami.....	Fla.	912	76
Milwaukee.....	Wis.	1,048	32
Minneapolis.....	Minn.	983	51
Mobile.....	Ala.	773	103
Nashville.....	Tenn.	891	83
Newark.....	N. J.	1,146	19
New Bedford.....	Mass.	841	93
New Haven.....	Conn.	1,349	5
New Orleans.....	La.	709	111
New York.....	N. Y.	1,018	43
Norfolk.....	Va.	943	64
Oakland.....	Cal.	1,171	15
Oklahoma City.....	Okla.	727	110
Omaha.....	Nebr.	814	99
Pasadena.....	Cal.	1,356	4
Passaic.....	N. J.	916	75
Paterson.....	N. J.	937	69
Pawtucket.....	R. I.	1,032	40
Peoria.....	Ill.	1,112	21
Philadelphia.....	Pa.	945	63
Phoenix.....	Ariz.	965	60
Pittsburgh.....	Pa.	921	74
Portland.....	Ore.	1,107	23
Providence.....	R. I.	1,123	20
Reading.....	Pa.	900	82
Richmond.....	Va.	1,066	27
Rochester.....	N. Y.	974	56
Rockford.....	Ill.	966	59
Rock Island-Moline..	Ill.	904	81
Sacramento.....	Cal.	1,225	11
St. Louis.....	Mo.	1,043	35
St. Paul.....	Minn.	905	80
Salt Lake City.....	Utah	886	85
San Antonio.....	Texas	752	106
San Diego.....	Cal.	1,163	16
San Francisco.....	Cal.	1,290	7
Schenectady.....	N. Y.	1,081	25
Scranton.....	Pa.	825	96
Seattle.....	Wash.	1,255	10
Shreveport.....	La.	855	91
South Bend.....	Ind.	989	49
Spokane.....	Wash.	1,150	18
Springfield.....	Mass.	1,010	45
Syracuse.....	N. Y.	1,002	47
Tacoma.....	Wash.	1,015	44
Tampa.....	Fla.	735	109
Toledo.....	Ohio	1,034	39
Trenton.....	N. J.	938	67
Troy.....	N. Y.	939	66
Tulsa.....	Okla.	872	88
Utica.....	N. Y.	869	89
Washington.....	D. C.	1,485	1
Waterbury.....	Conn.	1,272	9
Wichita.....	Kans.	962	61
Wilkes-Barre.....	Pa.	911	77
Wilmington.....	Del.	979	55
Worcester.....	Mass.	879	87
Yonkers.....	N. Y.	932	70
Youngstown.....	Ohio	907	79

1941 Retail Sales, SM's Estimate of Total Dollars— for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically, are SALES MANAGEMENT'S exclusive estimates of retail sales for the year 1941. The listing is confined to cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1930 census. Excluded are about a dozen suburbs of larger cities.


These 116 cities sold last year merchandise at retail valued at \$24,237,214,000—or 44.64% of the U. S. A. total.

City	State	1941 Retail Sales SM Estimate in Thousands	Rank in Group
Akron	Ohio	\$154,617	37
Albany	N. Y.	91,067	61
Allentown	Pa.	65,905	81
Atlanta	Ge.	230,542	22
Atlantic City	N. J.	62,040	88
Baltimore	Md.	560,317	9
Binghamton	N. Y.	51,012	104
Birmingham	Ala.	150,019	38
Boston	Mass.	632,511	6
Bridgeport	Conn.	101,541	55
Buffalo	N. Y.	300,653	16
Camden	N. J.	68,530	78
Canton	Ohio	81,701	66
Charlotte	N. C.	70,418	75
Chattanooga	Tenn.	70,012	76
Chicago	Ill.	1,934,852	2
Cincinnati	Ohio	330,014	15
Cleveland	Ohio	568,307	8
Columbus	Ohio	230,208	23
Dallas	Texas	198,050	28
Davenport	Iowa	43,021	114
Dayton	Ohio	156,641	36
Denver	Colo.	206,128	26
Des Moines	Iowa	95,512	58
Detroit	Mich.	986,940	4
Duluth	Minn.	54,040	98
Elizabeth	N. J.	62,590	87
El Paso	Texas	44,502	111
Erie	Pa.	65,490	83
Evansville	Ind.	61,556	89
Fall River	Mass.	52,495	103
Flint	Mich.	106,479	51
Fort Wayne	Ind.	76,446	71
Fort Worth	Texas	106,185	52
Gary	Ind.	58,890	92
Grand Rapids	Mich.	119,742	45
Hammond	Ind.	43,353	113
Harrisburg	Pa.	68,291	79
Hartford	Conn.	157,011	35
Houston	Texas	221,108	24
Huntington	W. Va.	43,013	115
Indianapolis	Ind.	256,590	20
Jacksonville	Fla.	83,730	65
Jersey City	N. J.	128,265	41
Johnstown	Pa.	48,764	107
Kansas City	Kans.	45,411	110
Kansas City	Mo.	275,025	19
Knoxville	Tenn.	65,844	82
Lancaster	Pa.	48,370	109
Lansing	Mich.	69,089	77
Little Rock	Ark.	50,544	106
Long Beach	Cal.	100,970	56
Los Angeles	Cal.	920,899	5
Louisville	Ky.	185,040	30
Lowell	Mass.	50,630	105
Lynn	Mass.	\$ 53,866	100
Memphis	Tenn.	169,031	34
Miami	Fla.	130,017	40
Milwaukee	Wis.	375,022	13
Minneapolis	Minn.	300,035	18
Mobile	Ala.	48,528	108
Nashville	Tenn.	100,111	57
Newark	N. J.	330,511	14
New Bedford	Mass.	52,880	102
New Haven	Conn.	118,319	46
New Orleans	La.	195,417	29
New York	N. Y.	3,694,440	1
Norfolk	Va.	85,018	64
Oakland	Cal.	212,761	25
Oklahoma City	Okla.	105,514	53
Omaha	Nebr.	120,040	44
Pasadena	Cal.	64,967	85
Passaic	N. J.	54,019	99
Paterson	N. J.	105,063	54
Pawtucket	R. I.	56,630	94
Peoria	Ill.	78,100	69
Philadelphia	Pa.	1,088,724	3
Phoenix	Ariz.	59,515	91
Pittsburgh	Pa.	479,036	10
Portland	Ore.	235,018	21
Providence	R. I.	180,400	32
Reading	Pa.	74,282	73
Richmond	Va.	138,520	39
Rochester	N. Y.	204,150	27
Rockford	Ill.	56,048	96
Rock Island-Moline	Ill.	43,501	112
Sacramento	Cal.	93,006	60
St. Louis	Mo.	440,019	12
St. Paul	Minn.	185,017	31
Salt Lake City	Utah	94,520	59
San Antonio	Texas	117,717	47
San Diego	Cal.	112,407	48
San Francisco	Cal.	445,256	11
Schenectady	N. Y.	53,797	101
Scranton	Pa.	76,387	72
Seattle	Wash.	300,260	17
Shreveport	La.	57,520	93
South Bend	Ind.	65,314	84
Spokane	Wash.	79,746	68
Springfield	Mass.	108,667	49
Syracuse	N. Y.	127,355	42
Tacoma	Wash.	77,017	70
Tampa	Fla.	60,905	90
Toledo	Ohio	177,929	33
Trenton	N. J.	91,009	62
Troy	N. Y.	40,916	116
Tulsa	Okla.	80,524	67
Utica	N. Y.	54,280	97
Washington	D. C.	600,000	7
Waterbury	Conn.	64,510	86
Wichita	Kans.	71,500	74
Wilkes-Barre	Pa.	56,266	95
Wilmington	Del.	90,317	63
Worcester	Mass.	120,388	43
Yonkers	N. Y.	66,340	80
Youngstown	Ohio	107,922	50
Total		24,237,214	
% of U. S. A.		44.636	

1941 Families with \$1,500 Preferred Incomes— for Cities with City-Zone Populations Over 100,000

Here, listed alphabetically, are SALES MANAGEMENT'S exclusive estimates of number of families having the equivalent of a \$1,500 New York City income for the year 1941. The listing is confined to cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1930 census. Excluded are about a dozen suburbs of larger cities.

These 116 cities have a total of 6,378,800 of such families, or 38.54% of the U. S. A. total.

City	State	\$1500 Preferred Families,  Estimate in Thousands	Rank in Group
Akron.....	Ohio	35.3	35
Albany.....	N. Y.	22.1	58
Allentown.....	Pa.	16.8	69
Atlanta.....	Ga.	31.8	42
Atlantic City.....	N. J.	10.4	108
Baltimore.....	Md.	104.5	11
Binghamton.....	N. Y.	11.6	100
Birmingham.....	Ala.	26.6	45
Boston.....	Mass.	108.8	10
Bridgeport.....	Conn.	23.2	54
Buffalo.....	N. Y.	70.3	15
Camden.....	N. J.	14.5	84
Canton.....	Ohio	16.2	73
Charlotte.....	N. C.	12.5	93
Chattanooga.....	Tenn.	12.5	93
Chicago.....	Ill.	590.1	2
Cincinnati.....	Ohio	63.5	19
Cleveland.....	Ohio	130.2	7
Columbus.....	Ohio	40.1	32
Dallas.....	Texas	40.2	31
Davenport.....	Iowa	10.2	110
Dayton.....	Ohio	34.2	38
Denver.....	Colo.	48.3	24
Des Moines.....	Iowa	22.1	58
Detroit.....	Mich.	268.0	4
Duluth.....	Minn.	12.9	92
Elizabeth.....	N. J.	16.1	74
El Paso.....	Texas	6.9	116
Erie.....	Pa.	15.8	77
Evansville.....	Ind.	15.7	79
Fall River.....	Mass.	11.1	105
Flint.....	Mich.	26.6	45
Fort Wayne.....	Ind.	19.9	62
Fort Worth.....	Texas	23.3	53
Gary.....	Ind.	16.5	72
Grand Rapids.....	Mich.	23.6	52
Hammond.....	Ind.	12.1	98
Harrisburg.....	Pa.	14.5	84
Hartford.....	Conn.	35.4	34
Houston.....	Texas	50.7	22
Huntington.....	W. Va.	11.3	102
Indianapolis.....	Ind.	58.4	20
Jacksonville.....	Fla.	21.0	60
Jersey City.....	N. J.	45.8	26
Johnstown.....	Pa.	8.6	112
Kansas City.....	Kans.	13.7	88
Kansas City.....	Mo.	65.5	17
Knoxville.....	Tenn.	11.5	101
Lancaster.....	Pa.	9.1	111
Lansing.....	Mich.	14.2	86
Little Rock.....	Ark.	11.1	105
Long Beach.....	Cal.	34.8	36
Los Angeles.....	Cal.	260.1	5
Louisville.....	Ky.	42.6	29
Lowell.....	Mass.	11.3	102
Lynn.....	Mass.	14.2	86
Memphis.....	Tenn.	30.8	43
Miami.....	Fla.	22.8	56
Milwaukee.....	Wis.	92.3	12
Minneapolis.....	Minn.	71.6	14
Mobile.....	Ala.	7.5	115
Nashville.....	Tenn.	16.9	68
Newark.....	N. J.	65.2	18
New Bedford.....	Mass.	13.6	89
New Haven.....	Conn.	28.4	44
New Orleans.....	La.	54.3	21
New York.....	N. Y.	1,470.4	1
Norfolk.....	Va.	16.8	69
Oakland.....	Cal.	50.4	23
Oklahoma City.....	Okla.	34.6	37
Omaha.....	Nebr.	33.5	39
Pasadena.....	Cal.	16.7	71
Passaic.....	N. J.	8.6	112
Paterson.....	N. J.	22.8	56
Pawtucket.....	R. I.	12.5	93
Peoria.....	Ill.	15.5	80
Philadelphia.....	Pa.	315.3	3
Phoenix.....	Ariz.	10.3	109
Pittsburgh.....	Pa.	92.3	12
Portland.....	Ore.	47.1	25
Providence.....	R. I.	39.5	33
Reading.....	Pa.	15.0	81
Richmond.....	Va.	23.1	55
Rochester.....	N. Y.	45.6	27
Rockford.....	Ill.	14.9	83
Rock Island-Moline..	Ill.	11.7	99
Sacramento.....	Cal.	18.1	65
St. Louis.....	Mo.	121.1	8
St. Paul.....	Minn.	40.8	30
Salt Lake City.....	Utah	20.2	61
San Antonio.....	Texas	26.0	48
San Diego.....	Cal.	32.3	41
San Francisco.....	Cal.	111.5	9
Schenectady.....	N. Y.	13.5	90
Scranton.....	Pa.	18.0	67
Seattle.....	Wash.	67.4	16
Shreveport.....	La.	12.2	97
South Bend.....	Ind.	16.0	75
Spokane.....	Wash.	18.1	65
Springfield.....	Mass.	24.9	50
Syracuse.....	N. Y.	33.2	40
Tacoma.....	Wash.	15.9	76
Tampa.....	Fla.	13.5	90
Toledo.....	Ohio	44.6	28
Trenton.....	N. J.	15.0	81
Troy.....	N. Y.	8.4	114
Tulsa.....	Okla.	24.2	51
Utica.....	N. Y.	12.5	93
Washington.....	D. C.	144.5	6
Waterbury.....	Conn.	15.8	77
Wichita.....	Kans.	19.1	64
Wilkes-Barre.....	Pa.	10.5	107
Wilmington.....	Del.	11.2	104
Worcester.....	Mass.	25.7	49
Yonkers.....	N. Y.	26.5	47
Youngstown.....	Ohio	19.8	63

1942 Population Estimates for 104 Leading Cities

In this special study for SALES MANAGEMENT, the Ross Federal Research Corporation has made exclusive estimates of population changes in 104 cities. Cooperating with Ross Federal field workers in each of the 104 cities were local postmasters, municipal governments, chambers of commerce, newspapers, etc. The estimates cover *residents* only, not migratory and commuting workers.

The first group of 20 cities, for which estimates have been made as of March 1, contains many of the cities where extraordinary growth has been registered as a result of war activities. So rapid has been the influx of war workers into these areas that the gain since January 1 of this year is in excess of 100,000.

1. All figures, except where otherwise noted, are for city limits.
2. Metropolitan area figures from Bureau of the Census.
3. No figures for military personnel are included.

Population Changes to March 1, 1942

	1940 census	Estimated Increase from 1940 census to Mar. 1, 1942	% Increase 1940 census to Mar. 1, 1942
Augusta, Ga.....	65,919	5,000	7.6%
Met. area.....	87,809	24,000	27.3
Baltimore, Md.....	859,100	165,000	19.2
Baton Rouge, La.....	34,719	6,900	19.9
Battle Creek, Mich.....	43,453	7,650	17.6
Burlington, Iowa.....	25,832	15,500	60.0
Charleston, S. C.....	71,275	35,000	49.1
Columbia, S. C.....	62,396	12,500	20.0
Met. area.....	89,555	21,500	24.0
Corpus Christi, Texas....	57,301	25,500	44.5
Hartford, Conn.....	166,267	44,000	26.5
West Hartford.....	33,776	3,600	10.7
East Hartford.....	18,615	6,400	34.4
Little Rock, Ark.....	88,039	13,450	15.3
6 small surrounding communities (N. Little Rock, Levy, Park Hill, Rose City, Jackson- ville, Marche).....	27,257	6,300	23.1
Macon, Ga.....	57,865	17,500	30.2
Met. area.....	74,830	26,000	34.7
Montgomery, Ala.....	78,084	10,200	13.1
Met. area.....	93,697	34,300	36.6
New London, Conn.....	30,456	16,000	52.5
Total for Norwich, Groton, Waterford, Montville.....	55,779	9,000	16.1
Norfolk, Va.....	144,332	92,000	63.7
Portsmouth, Va.....	50,745	24,500	48.3
Newport News, Va....	37,067	17,500	47.2
Met. area (Norfolk- Portsmouth - Newport News).....	323,326	200,000	61.9
Portsmouth, N. H.....	14,821	6,700	45.2
Newcastle, N. H.....	500	2,300	460.0
Kittery, Me.....	4,800	6,700	139.6
San Diego, Calif.....	203,341	97,000	47.7
Savannah, Ga.....	95,996	20,000	20.8
Met. area.....	117,970	30,000	25.4
Tacoma, Wash.....	109,408	17,000	15.5
Washington, D. C.....	663,091	152,000	22.9
Wichita, Kans.....	114,966	35,000	30.4

Population Changes to January 1, 1942

	1940 census	Estimated Increase from 1940 census to Jan. 1, 1942	% Increase 1940 census to Jan. 1, 1942
Akron, Ohio.....	244,791	5,000	2.0%
Albany, N. Y.....	130,577	3,100	2.5
Albuquerque, N. M....	35,449	2,550	7.2
Allentown, Pa.....	96,904	4,500	4.6
Atlanta, Ga.....	302,288	9,200	3.0
Met. area.....	442,294	29,000	6.6
Austin, Texas.....	87,930	5,300	6.0
Birmingham, Ala.....	267,583	24,000	9.0
Boston, Mass.....	770,816	30,000	3.9
Bridgeport, Conn.....	147,121	15,000	10.2
Approx. 12,000 more to Mar. 1, 1942			
Buffalo, N. Y.....	575,901	20,000	3.5
Camden, N. J.....	117,536	3,000	2.5
Canton, Ohio.....	108,401	8,600	7.9
Charleston, W. Va.....	67,914	3,400	5.0
Charlotte, N. C.....	100,899	2,000	2.0
Chattanooga, Tenn.....	128,163	5,500	4.3
Chicago, Ill.....	3,396,808	23,000	.7
30,000 more Jan. 1 to Mar. 1, government employees, etc.			
Hammond, Ind.....	70,184	5,000	7.1
Gary, Ind.....	111,719	4,500	4.0
Small "mushroom" towns on outskirts add another 4,000.			
Cincinnati, Ohio.....	455,610	4,000	.9
Cleveland, Ohio.....	878,336	-1,000	-.1
Decrease in Cleveland city limits laid to exo- dus to adjoining com- munities. Higher in- come class to Shaker Heights. Defense work- ers to Cleveland Hgts., E. Cleveland			
Cleveland Heights..	54,992	2,500	4.5
East Cleveland.....	39,495	3,000	7.6
Shaker Heights....	23,393	1,000	4.3
Lakewood.....	69,160	1,500	2.2
Columbus, Ga.....	53,280	7,000	13.1
Columbus, Ohio.....	306,087	18,000	5.9
Dallas, Texas.....	294,734	25,000	8.5
Dayton, Ohio.....	210,718	14,300	6.8
Denver, Colo.....	322,412	15,600	4.1
Des Moines, Iowa.....	159,819	3,000	1.9
Detroit, Mich.....	1,623,452	76,500	4.7
Duluth, Minn.....	101,065	-1,000	-1.0
El Paso, Texas.....	96,810	5,000	5.2
Erie, Pa.....	116,955	8,000	6.8
Evansville, Ind.....	97,062	-2,000	-2.1
Influx of about 15,000 expected in next few months.			
Fort Wayne, Ind.....	118,410	4,450	3.8
Harrisburg, Pa.....	83,893	10,000	11.9
Houston, Texas.....	384,514	26,000	6.8
Indianapolis, Ind.....	386,972	13,000	3.4
Jackson, Miss.....	62,107	5,000	8.1
Jacksonville, Fla.....	173,065	25,000	14.4
Joliet, Ill.....	42,365	4,000	9.4
Knoxville, Tenn.....	111,580	4,000	3.6
Lincoln, Nebr.....	81,984	500	.6
Long Beach, Calif.....	164,271	20,000	12.2
Los Angeles, Calif.....	1,504,277	100,000	6.6
Louisville, Ky.....	319,077	10,000	3.1
Manitowoc, Wis.....	24,404	1,000	4.1
Memphis, Tenn.....	292,942	12,000	4.1
Miami, Fla.....	172,172	12,000	7.0
Milwaukee, Wis.....	587,472	12,500	2.1
Minneapolis, Minn....	492,370	24,600	5.0
Muncie, Ind.....	49,720	1,200	2.4
Nashville, Tenn.....	167,402	2,300	1.4

(Continued on page 115)

1941 Industrial Volume, in Dollars — for Cities with City-Zone Populations Over 100,000

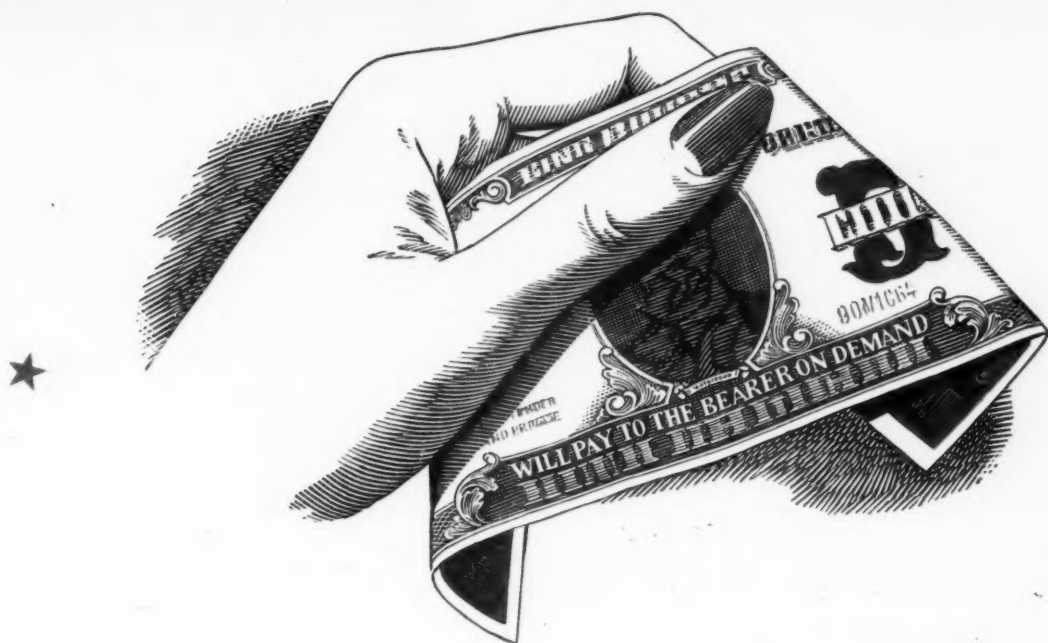
Here, listed according to rank are SALES MANAGEMENT'S exclusive estimates of Industrial Volume (value of manufactured products) for the year 1941 (arithmetical average). The listing is confined to cities whose city-zone population (newspaper-carrier limit) exceeded 100,000 in the 1930 census. Excluded are about a dozen suburbs of larger cities.

102 of these 116 cities had a total volume of \$32,654,255,000 in 1941.

City	State	Industrial Volume Estimate (In Thousands)	Rank in Group
Akron.....	Ohio	\$380,257	20
Albany.....	N. Y.	50,730	87
Allentown.....	Pa.	105,037	58
Atlanta.....	Ga.	230,680	29
Atlantic City.....	N. J.	6,187	105
Baltimore.....	Md.	930,345	6
Binghamton.....	N. Y.	58,118	81
Birmingham.....	Ala.	147,256	45
Boston.....	Mass.	510,635	12
Bridgeport.....	Conn.	223,685	31
Buffalo.....	N. Y.	650,084	9
Camden.....	N. J.	245,308	28
Canton.....	Ohio	175,328	40
Charlotte.....	N. C.	59,356	79
Chattanooga.....	Tenn.	98,243	62
Chicago.....	Ill.	3,702,150	2
Cincinnati.....	Ohio	510,264	13
Cleveland.....	Ohio	1,180,400	5
Columbus.....	Ohio	215,648	33
Dallas.....	Texas	170,540	42
Davenport.....	Iowa	32,688	98
Dayton.....	Ohio	N. A.*	..
Denver.....	Colo.	138,526	49
Des Moines.....	Iowa	85,876	71
Detroit.....	Mich.	2,450,120	3
Duluth.....	Minn.	45,468	92
Elizabeth.....	N. J.	115,062	54
El Paso.....	Texas	N. A.	..
Erie.....	Pa.	N. A.	..
Evansville.....	Ind.	180,126	39
Fall River.....	Mass.	90,621	65
Flint.....	Mich.	N. A.	..
Fort Wayne.....	Ind.	N. A.	..
Fort Worth.....	Texas	113,025	56
Gary.....	Ind.	N. A.	..
Grand Rapids.....	Mich.	134,648	52
Hammond.....	Ind.	127,644	53
Harrisburg.....	Pa.	41,624	94
Hartford.....	Conn.	146,930	46
Houston.....	Texas	191,534	37
Huntington.....	W. Va.	N. A.	..
Indianapolis.....	Ind.	405,196	17
Jacksonville.....	Fla.	71,830	75
Jersey City.....	N. J.	344,196	21
Johnstown.....	Pa.	N. A.	..
Kansas City.....	Kans.	218,254	32
Kansas City.....	Mo.	N. A.	..
Knoxville.....	Tenn.	75,033	73
Lancaster.....	Pa.	50,410	88
Lansing.....	Mich.	N. A.	..
Little Rock.....	Ark.	26,722	99
Long Beach.....	Cal.	66,409	77
Los Angeles.....	Cal.	850,217	8
Louisville.....	Ky.	415,270	16
Lowell.....	Mass.	74,615	74

City	State	Industrial Volume Estimate (In Thousands)	Rank in Group
Lynn.....	Mass.	\$ 88,257	70
Memphis.....	Tenn.	195,466	36
Miami.....	Fla.	24,160	101
Milwaukee.....	Wis.	565,166	10
Minneapolis.....	Minn.	277,460	23
Mobile.....	Ala.	34,643	96
Nashville.....	Tenn.	113,623	55
Newark.....	N. J.	560,376	11
New Bedford.....	Mass.	90,035	69
New Haven.....	Conn.	137,140	50
New Orleans.....	La.	171,060	41
New York.....	N. Y.	5,175,050	1
Norfolk.....	Va.	71,464	76
Oakland.....	Cal.	230,627	30
Oklahoma City.....	Okla.	44,246	93
Omaha.....	Nebr.	258,124	25
Pasadena.....	Cal.	8,866	104
Passaic.....	N. J.	137,040	51
Paterson.....	N. J.	139,649	48
Pawtucket.....	R. I.	103,695	59
Peoria.....	Ill.	90,144	68
Philadelphia.....	Pa.	1,915,075	4
Phoenix.....	Ariz.	11,693	103
Pittsburgh.....	Pa.	490,117	14
Portland.....	Ore.	165,290	43
Providence.....	R. I.	275,590	24
Reading.....	Pa.	82,736	72
Richmond.....	Va.	485,327	15
Rochester.....	N. Y.	400,163	18
Rockford.....	Ill.	105,342	57
Rock Island-Moline..	Ill.	93,313	65
Sacramento.....	Cal.	41,075	95
St. Louis.....	Mo.	910,190	7
St. Paul.....	Minn.	188,536	38
Salt Lake City.....	Utah	N. A.	..
San Antonio.....	Texas	58,109	82
San Diego.....	Cal.	53,947	85
San Francisco.....	Cal.	387,456	19
Schenectady.....	N. Y.	N. A.	..
Scranton.....	Pa.	48,114	89
Seattle.....	Wash.	250,465	27
Shreveport.....	La.	34,588	97
South Bend.....	Ind.	195,621	34
Spokane.....	Wash.	56,624	83
Springfield.....	Mass.	100,157	61
Syracuse.....	N. Y.	140,073	47
Tacoma.....	Wash.	94,107	62
Tampa.....	Fla.	58,370	80
Toledo.....	Ohio	280,060	22
Trenton.....	N. J.	102,629	60
Troy.....	N. Y.	47,627	90
Tulsa.....	Okla.	26,560	100
Utica.....	N. Y.	53,465	86
Washington.....	D. C.	92,507	66
Waterbury.....	Conn.	164,960	44
Wichita.....	Kans.	56,407	84
Wilkes-Barre.....	Pa.	45,794	91
Wilmington.....	Del.	95,650	63
Worcester.....	Mass.	195,487	35
Yonkers.....	N. Y.	65,094	78
Youngstown.....	Ohio	250,687	26

*Not Available.



TO BE BELIEVED

*the Greatest Problem any advertisement has
(including this one)*

HAVE you ever noticed how often your eye seeks for the signature to an advertisement before you begin to read it?

"Who says this?" is so often what we want to know even before *what* he says. This because the reputation of that *who* is one of our unconscious measurements of how much of the *what* we can believe.

Every seller, from time immemorial, has been under suspicion by the buyer. Caveat emptor!



Thus every advertisement starts with a handicap. To the degree that this handicap can be overcome, the advertisement is effective in moving men and women to action. If it could be overcome, completely, the results from advertising in sales would multiply manifold.

Thus every wise advertiser tries, by every means in his power, to add belief to his message. He culti-

vates sincerity in words, in pictures, and even in type. He seeks the aid of testimonials and money-back offers.

Many have learned, too, that the magazine which carries the advertisement can add to or subtract from the belief in its message. This is particularly true today whether a manufacturer is selling goods or is striving to protect the integrity of *his name*. And this explains why so many advertisers are now putting *Good Housekeeping* first on their list.

For here is a magazine in which women believe. One which has said to women for over 40 years: "The advertisements I carry *can be believed in*."






WOMEN'S BELIEF in *Good Housekeeping's* advertising pages finds tangible expression when they see this Seal. If raw-material shortages have forced you to make product or package changes, you need to use this Seal now more than ever before.

PROOF... Recently, an independent research organization—Fact Finders Associates, Inc.—added the *Good Housekeeping* Guaranty Seal to the containers of 7 nationally advertised products in 48 Super Markets in 13 cities . . . One of the products tested was *Ivory Flakes*. The dollar-sales gain which resulted was truly surprising. When you consider that in a Super Market no *personal* sales influence can possibly effect results, isn't this a test you would like to know more about?



Summary of All Data by States and Sections

(See Page 50 and Pictographs for additional summaries by states and sections.)

SECTIONS AND STATES	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RETURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passenger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% of U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thousands of \$1,500 Preferred Families	National Buying Power, %
NEW ENGLAND																			
Connecticut.....	1,709.2	1.298	349	448.7	440.1	21.16	40.48	1,150,008	2.118	71,183	137	96	1,949,974	2.140	4,346	4,393	275.7	2.089	161
Maine.....	847.2	.843	27	219.0	218.2	38.98	57.26	350,001	.645	21,024	113	38	519,978	.571	2,375	2,380	87.4	.594	92
Massachusetts.....	4,316.7	3.278	546	1,121.0	1,105.1	31.89	N. A.	2,250,001	4.144	136,027	128	87	3,799,994	4.170	3,380	3,417	599.8	4.070	124
New Hampshire.....	491.5	.373	55	132.9	132.7	16.55	51.68	224,989	.414	14,420	112	53	324,824	.357	2,444	2,447	64.3	.379	102
Rhode Island.....	713.4	.542	674	187.7	184.5	3.01	37.39	429,998	.792	24,574	134	71	665,000	.730	3,543	3,578	93.0	.741	137
Vermont.....	359.2	.273	39	92.4	92.2	23.58	55.94	165,021	.304	10,932	128	44	240,120	.263	2,588	2,601	43.5	.279	102
	8,437.2	6.407	133	2,201.7	2,172.8	135.17		4,569,998	8.417	278,160	129	79	7,499,990	8.231	3,406	3,432	1,173.7	8.152	127
MIDDLE ATLANTIC																			
New Jersey.....	4,160.2	3.160	553	1,100.3	1,044.5	25.84	39.43	2,199,996	4.051	154,564	133	93	3,900,009	4.280	3,545	3,649	725.4	4.133	131
New York.....	13,479.1	10.237	281	3,663.4	3,544.8	153.24	N. A.	6,500,008	11.970	372,416	124	96	12,899,997	14.159	3,521	3,587	2,415.6	12.763	125
Pennsylvania.....	9,900.2	7.519	220	2,516.7	2,406.0	169.03	N. A.	4,450,007	8.195	323,355	127	84	7,650,001	8.396	3,040	3,117	1,328.7	8.255	126
	27,639.5	20.916	274	7,280.4	6,995.3	348.11		13,150,011	24.216	850,335	127	84	24,450,006	26.835	3,358	3,428	4,469.7	25.151	120
SOUTH ATLANTIC																			
Delaware.....	266.5	.202	135	70.5	61.7	8.99	47.08	170,000	.313	12,248	128	76	245,000	.269	3,473	3,737	31.8	.289	143
District of Columbia.....	683.1	1.504	10,807	173.4	133.5	.07	29.95	600,000	1.105	35,186	130	173	985,000	1.061	5,679	6,528	144.5	1.067	212
Florida.....	1,897.4	1.441	35	519.9	384.1	62.25	43.60	710,002	1.309	65,024	130	38	1,019,999	1.119	1,962	2,301	168.3	1.240	86
Georgia.....	3,123.7	2.372	53	752.2	492.4	216.03	30.80	809,999	1.492	65,057	136	23	1,200,000	1.317	1,595	1,982	109.8	1.412	80
Maryland.....	1,821.3	1.383	184	465.7	397.7	42.11	47.41	900,002	1.857	63,261	138	88	1,499,999	1.646	3,221	3,511	226.7	1.638	118
North Carolina.....	3,571.6	2.712	73	789.7	585.3	278.28	42.43	859,995	1.584	73,294	143	17	1,390,008	1.525	1,760	2,062	198.5	1.573	58
South Carolina.....	1,899.8	1.443	62	435.0	254.4	137.56	30.64	489,995	.886	39,806	146	16	655,000	.719	1,506	1,967	52.8	.802	56
Virginia.....	2,677.8	2.034	67	627.5	481.1	174.89	48.87	819,998	1.510	78,939	151	34	1,370,003	1.504	2,183	2,515	184.5	1.546	76
West Virginia.....	1,902.0	1.445	79	444.8	416.7	99.28	43.71	549,996	1.013	35,925	120	36	884,999	.971	1,990	2,063	138.0	.977	68
	17,823.2	13.536	664	4,278.7	3,206.9	1,019.46		5,889,989	10.849	468,738	137	39	9,250,008	10.151	2,162	2,518	1,254.9	10.544	78
EAST NORTH CENTRAL																			
Illinois.....	7,897.2	5.988	141	2,189.2	2,091.5	213.44	N. A.	3,649,998	6.722	296,374	128	78	6,510,000	7.144	2,974	3,051	1,321.8	6.979	118
Indiana.....	3,427.8	2.603	95	961.5	927.6	184.55	53.11	1,449,995	2.670	135,227	129	46	2,500,000	2.744	2,600	2,653	487.3	2.766	106
Michigan.....	5,256.1	3.992	92	1,396.0	1,345.1	187.59	55.43	2,699,996	4.972	295,036	144	71	4,649,994	5.103	3,331	3,401	891.5	5.251	132
Ohio.....	6,907.6	5.246	168	1,897.8	1,809.0	233.78	49.97	3,300,006	6.077	284,798	130	64	5,899,990	6.475	3,109	3,193	1,054.1	6.354	121
Wisconsin.....	3,137.6	2.383	57	827.2	620.8	186.74	54.43	1,329,997	2.448	101,166	134	56	2,239,993	2.458	2,708	2,720	472.9	2.452	103
	26,626.3	20.222	109	7,271.7	6,994.0	1,006.10		12,429,992	22.890	1,114,601	133	66	21,799,977	23.924	2,998	3,064	4,227.6	23.802	118
EAST SOUTH CENTRAL																			
Alabama.....	2,833.0	2.151	56	673.8	440.0	231.75	33.61	639,999	1.179	45,444	133	17	910,003	.999	1,351	1,680	119.5	1.080	50
Kentucky.....	2,845.6	2.161	71	696.5	638.2	252.89	48.01	729,999	1.344	46,937	128	23	1,060,000	1.163	1,517	1,595	187.9	1.232	57
Mississippi.....	2,183.8	1.659	46	535.0	268.6	291.09	33.30	349,996	.645	29,257	112	11	520,008	.571	1,352	1,795	79.5	.614	37
Tennessee.....	2,915.8	2.215	70	714.9	583.9	247.62	44.09	750,002	1.381	61,382	133	25	1,099,999	1.207	1,539	1,716	162.4	1.304	59
	10,778.2	8.186	60	2,622.2	1,930.7	1,023.35		2,469,996	4.549	183,020	128	20	3,590,008	3.940	1,369	1,609	549.3	4.230	52
WEST NORTH CENTRAL																			
Iowa.....	2,539.3	1.928	45	701.8	696.3	213.32	51.51	950,000	1.750	74,798	118	38	1,439,997	1.580	2,052	2,061	317.8	1.670	87
Kansas.....	1,801.0	1.368	22	511.1	492.0	156.33	50.97	629,998	1.160	55,113	135	34	1,010,000	1.108	1,976	2,019	256.5	1.151	84
Minnesota.....	2,792.3	2.121	35	728.4	722.3	197.35	55.24	1,124,997	2.072	85,781	122	47	1,899,998	1.866	2,334	2,345	327.3	1.968	93
Missouri.....	3,784.7	2.874	55	1,068.8	999.5	256.10	44.28	1,349,992	2.486	111,879	123	45	2,250,003	2.489	2,105	2,185	429.3	2.498	87
Nebraska.....	1,315.8	.999	17	360.7	355.7	121.06	47.12	449,996	.829	35,451	131	37	650,002	.713	1,802	1,816	161.0	.774	77
North Dakota.....	641.9	.488	9	152.0	149.9	73.96	49.80	205,002	.276	14,530	125	22	270,001	.296	1,776	1,790	71.5	.334	68
South Dakota.....	643.0	.488	8	165.4	160.5	72.45	44.97	224,998	.414	13,630	117	23	300,000	.329	1,813	1,844	75.1	.363	74
	13,517.0	10.266	26	3,688.0	3,576.2	1,090.57		4,934,983	9.089	391,182	124	40	7,620,001	8.361	2,066	2,102	1,638.5	8.758	85
WEST SOUTH CENTRAL																			
Arkansas.....	1,949.4	1.481	37	495.8	368.2	216.67	39.71	390,002	.718	25,923	127	12	575,000	.631	1,561	1,357	93.3	.665	45
Louisiana.....	2,363.9	1.795	52	592.5	376.6	150.01	36.87	604,998	1.114	47,521	129	30	945,002	1.037	1,595	2,008	135.0	1.078	60
Oklahoma.....	2,336.4	1.774	34	610.5	555.3	179.69	42.78	800,000	1.105	52,012	119	28	969,998	1.065	1,589	1,674	217.1	1.100	62
Texas.....	6,414.8	4.872	24	1,676.4	1,432.8	418.00	42.78	2,050,012	3.775	194,800	130	38	3,229,998	3.545	1,924	2,098	573.0	3.752	77
	13,064.5	9.922	30	3,772.2	2,732.9	964.37		3,645,012	6.712	320,256	127	31	5,719,996	6.278	1,694	1,898	1,018.4	6.595	66
MOUNTAIN																			
Arizona.....	499.3	.379	4	131.1	114.8	18.47	47.92	200,000	.368	12,920	126	53	285,001	.313	2,173	2,338	67.9	.335	88
Colorado.....	1,123.3	.853	11	316.0	310.7	51.44	46.35	475,001	.875	31,477	118	49	659,994	.724	2,089	2,108	147.0	.788	92
Idaho.....	524.9	.399	6	141.7	140.3	43.66	57.91	210,001	.387	14,722	116								

**"IT IS NOT INCONVENIENCE—BUT UNEX-
PLAINED INCONVENIENCE—THAT
WILL BREAK DOWN PUBLIC CONFIDENCE"**



PAUL GARRETT, Vice President
and Director of Public Relations

GENERAL MOTORS CORPORATION

"Advertising's task of smoothing the way all along the channels of distribution between factory and market will become infinitely more intricate as defense requirements extend the area of dislocation.

"Many familiar products, familiar packages, accustomed buying habits are likely to be-

come disturbed. Advertising must lead the advertiser through this labyrinth of change by careful and continuous explanation of why and wherefores.

"It is not inconvenience but unexplained inconvenience that will break down public confidence." (May 26, 1941, at AFA Convention)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

TRADING AREAS of NEW ENGLAND STATES





"BLUE BOY"
(GAINSBOROUGH)

... as simple as that!

Only a painting of a boy . . . yet a masterpiece for all time. Why? Because Gainsborough caught in that face the spirit of eternal youth . . . the hopefulness, the perplexity, vision, and trustfulness. Those who saw—recognized—and remembered. It was familiar to them.

Therein is the power of LOCALNEWS DAILIES, to their readers and for their advertisers. They deal in names, events, and places familiar to their readers. More so than any other medium they are within their readers' orbits.

For this reason they are read and re-read by the entire family . . . families who number over 20,000,000. That is why advertising placed in LOCALNEWS DAILIES outsells that placed in any other medium.

Julius Mathews

THE JULIUS MATHEWS SPECIAL AGENCY—LOCALNEWS DAILIES SINCE 1894
APRIL 10, 1942

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The 1942 Study of Effective Buying Income for 1941



New England States—County Data

MAINE—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Androscoggin.....3	76.7	.058	160	19.6	19.5	2.11	43.41	36,254	.067	1,965	119	38	53,805	.059	2,750	2,753	8.9	.061	105
Aroostook.....2	94.4	.072	14	19.9	19.8	5.71	61.83	28,693	.053	1,423	85	17	40,897	.045	2,060	2,064	7.9	.047	65
Cumberland (Portland).....4	146.0	.111	166	38.6	38.5	2.94	45.43	81,158	.150	4,766	120	65	117,648	.129	3,045	3,052	21.1	.136	123
Franklin.....3	20.0	.015	12	5.3	5.3	1.47	62.75	6,743	.012	456	105	25	10,415	.011	1,953	1,955	2.2	.011	73
Hancock.....2	32.4	.024	21	9.4	9.4	1.80	71.71	12,862	.024	757	107	34	20,948	.023	2,231	2,232	3.5	.023	96
Kennebec.....1	77.2	.059	89	19.3	19.2	3.45	54.17	33,628	.062	2,037	107	43	52,261	.057	2,715	2,718	9.4	.058	98
Knox.....4	27.2	.021	75	8.2	8.2	1.54	65.68	11,742	.022	622	120	36	18,897	.021	2,311	2,315	3.3	.021	100
Lincoln.....4	16.3	.012	38	4.8	4.8	1.81	79.67	6,773	.013	522	128	30	9,384	.010	1,932	1,933	2.0	.012	100
Oxford.....3	42.7	.032	21	11.0	11.0	2.51	59.07	14,274	.026	872	112	27	22,525	.025	2,046	2,047	5.3	.025	78
Penobscot.....2	97.1	.073	29	24.3	24.2	3.93	57.93	42,360	.078	2,198	106	40	62,904	.069	2,588	2,598	12.2	.071	97
Piscataquis.....2	18.5	.014	5	5.1	5.1	.98	63.09	5,904	.011	432	115	22	9,007	.010	1,771	1,773	2.0	.010	71
Sagadahoc.....4	19.1	.015	74	5.3	5.3	.67	65.28	7,452	.014	814	140	52	10,150	.011	1,899	1,912	1.7	.013	87
Somerset.....3	38.2	.029	10	10.2	10.2	2.86	61.81	11,662	.022	807	111	23	18,056	.020	1,768	1,769	4.5	.021	72
Waldo.....2	21.1	.016	29	5.9	5.9	2.59	72.84	6,076	.011	325	104	18	9,537	.011	1,605	1,605	2.1	.011	69
Washington.....2	37.8	.029	15	10.2	10.0	2.36	71.92	11,216	.021	703	105	19	15,890	.018	1,563	1,576	2.9	.019	66
York.....4	82.5	.063	83	21.9	21.8	2.25	55.33	33,204	.061	2,325	125	38	47,676	.052	2,182	2,184	8.4	.056	89
STATE TOTAL.....	847.2	.643	27	219.0	218.2	38.98	57.26	350,001	.647	21,024	113	38	519,978	.571	2,375	2,380	97.4	.595	93

For Maine City figures, see page 74.

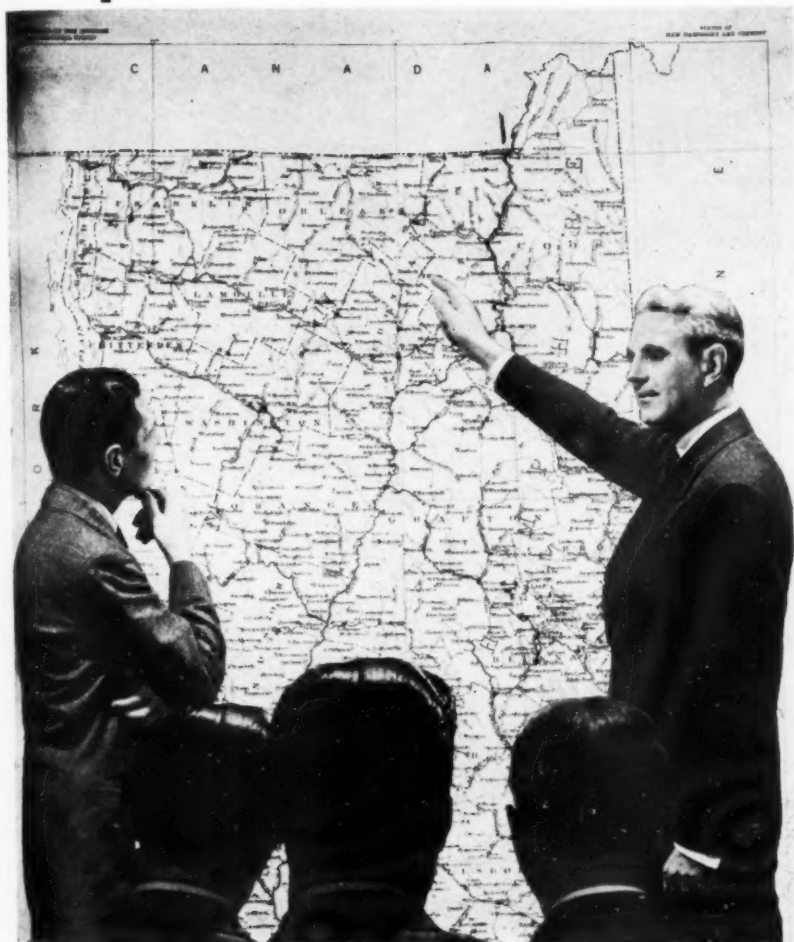
VERMONT—County Data

Addison.....6	17.9	.014	23	4.5	4.5	1.95	63.86	6,040	.011	485	145	28	8,110	.009	1,789	1,792	1.6	.010	71
Bennington.....7	22.3	.017	33	6.1	6.1	.90	54.90	12,588	.023	801	126	55	18,821	.020	3,066	3,074	2.8	.021	124
Caledonia.....8	24.3	.018	40	6.6	6.6	1.98	52.30	10,449	.019	749	135	34	16,016	.017	2,439	2,441	3.3	.018	100
Chittenden.....6	52.1	.040	98	12.7	12.6	1.64	48.57	27,193	.050	1,529	131	52	39,232	.043	3,093	3,100	6.7	.045	113
Essex.....8	6.5	.005	10	1.7	1.7	.60	58.70	1,932	.004	158	116	30	2,847	.003	1,697	1,697	.7	.004	80
Franklin.....6	29.6	.022	45	7.4	7.4	2.16	55.56	9,614	.018	623	125	35	14,322	.015	1,943	1,945	3.5	.016	73
Grand Isle.....6	3.8	.003	49	.9	.9	.45	62.30	1,089	.002	91	142	18	1,643	.002	1,765	1,765	.4	.002	67
Lamoille.....6	11.0	.008	23	2.8	2.7	1.19	65.67	4,035	.007	303	119	19	6,032	.007	2,115	2,116	1.1	.007	88
Orange.....9	17.1	.013	25	4.5	4.5	2.15	69.71	5,406	.010	359	130	18	7,804	.009	1,746	1,749	1.8	.010	77
Orleans.....8	21.7	.016	30	5.4	5.4	2.19	60.75	9,213	.017	561	120	20	12,580	.014	2,304	2,306	2.7	.015	94
Rutland.....7	45.6	.035	49	11.8	11.8	1.93	56.08	23,316	.043	1,377	122	50	35,505	.039	3,012	3,015	5.6	.040	114
Washington.....5	41.5	.032	59	10.6	10.6	2.09	52.01	22,060	.042	1,239	118	57	33,532	.037	3,167	3,169	5.7	.038	119
Windham.....9	27.9	.021	35	7.4	7.4	1.65	52.74	14,740	.027	825	128	50	19,757	.022	2,683	2,685	3.9	.024	114
Windsor.....7	37.9	.029	39	10.0	10.0	2.70	58.76	17,346	.032	1,832	137	53	23,919	.026	2,389	2,392	3.7	.030	103
STATE TOTAL.....	359.2	.273	39	92.4	92.2	23.58	55.94	165,021	.305	10,932	128	44	240,120	.263	2,598	2,601	43.5	.280	103

For Vermont City figures, see page 81.

Before using these figures, see explanation page 9.

This is a time for **SELECTIVE SELLING** *Not Wishful thinking*



Vermont has enjoyed an enviable reputation as being one of the nation's most dependable and stable markets.

Vermont 1941 Effective Buying Income was \$240,000,000 — an increase of 84% over the past 10 years. An increase of \$35,000,000 over 1940 alone.

Vermont 1941 Retail Sales were \$165,021,000 — an increase of 65% over the past 10 years. An increase of \$31,200,000 over 1940 alone.

Vermont is a sure bet for year after year Retail Sales increases.

1942 will be Vermont's biggest year.

You can make certain of getting your share by using maximum schedules in the six dailies that give complete state coverage.

VERMONT ALLIED DAILIES

St. Johnsbury Caledonian-Record
Barre Times

Rutland Herald
Bennington Banner

Brattleboro Reformer
Burlington Free Press

NEW HAMPSHIRE—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thou- sands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thou- sands)	White Fami- lies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Belknap.....9A	24.3	.018	61	6.7	6.7	.85	54.65	11,610	.022	687	99	44	16,172	.018	2,389	2,401	3.2	.020	111
Carrall.....9	15.6	.012	17	4.4	4.4	.74	71.71	6,560	.012	570	113	34	9,303	.010	2,094	2,098	1.9	.011	92
Cheshire.....9A	35.0	.027	49	9.7	9.7	1.56	55.75	14,321	.026	1,180	110	54	22,912	.025	2,368	2,370	4.8	.026	98
Cook.....9	39.3	.030	22	9.5	9.5	1.14	50.58	14,150	.028	885	97	33	22,527	.025	2,364	2,365	4.8	.025	83
Grafton.....9	44.6	.034	26	12.2	12.2	2.03	55.79	21,758	.040	1,409	107	55	31,485	.035	2,581	2,583	6.8	.037	109
Hillsborough (Manchester).....9A	144.9	.110	163	39.2	39.1	2.61	41.22	69,258	.128	3,627	113	56	97,223	.107	2,481	2,485	18.1	.113	103
Merrimack.....9A	60.7	.046	65	15.9	15.8	2.12	56.27	27,748	.051	1,722	111	59	39,806	.044	2,510	2,514	7.9	.047	102
Rockingham.....9A	58.1	.044	84	16.5	16.5	2.99	61.64	27,341	.051	2,103	121	53	38,366	.042	2,321	2,328	8.3	.046	105
Strafford.....9A	43.6	.033	116	11.8	11.8	1.23	50.22	21,168	.039	1,365	120	55	30,363	.033	2,567	2,569	5.2	.035	106
Sullivan.....9	25.4	.019	47	7.0	7.0	1.28	51.97	11,055	.021	892	119	43	16,767	.018	2,406	2,409	3.3	.020	105
STATE TOTAL.....	491.5	.373	55	132.9	132.7	16.55	51.68	224,969	.416	14,420	112	53	324,924	.357	2,444	2,447	64.3	.380	102

For New Hampshire City figures, see page 76.

MASSACHUSETTS—County Data

Barnstable.....9	37.3	.028	94	11.0	10.5	1.42	66.20	26,557	.049	1,699	138	70	48,237	.053	4,367	4,495	6.0	.050	179
Berkshire.....11	122.3	.093	130	32.6	32.3	1.68	44.57	64,070	.118	4,137	130	78	100,614	.110	3,084	3,100	15.7	.112	120
Bristol (Fall River-New Bedford).....10	364.6	.277	656	96.7	95.1	3.83	34.42	154,865	.286	8,075	132	50	280,117	.307	2,896	2,923	38.9	.287	104
Dukes.....9	5.7	.004	54	1.7	1.6	.21	69.81	3,986	.007	112	91	64	6,187	.007	3,642	3,796	1.1	.007	175
Essex (Lawrence-Lynn).....9	496.3	.377	993	133.9	133.2	2.29	39.65	231,271	.428	14,120	131	81	420,331	.461	3,139	3,148	60.7	.436	116
Franklin.....11	49.4	.038	685	13.7	13.7	2.43	53.56	24,581	.045	1,743	119	62	40,571	.045	2,960	2,963	6.4	.045	118
Hampden (Holyoke-Springfield).....11	332.1	.252	535	87.4	86.3	2.30	34.42	177,236	.328	11,660	133	80	283,569	.311	3,246	3,269	46.7	.315	125
Hampshire.....11	72.5	.055	135	17.8	17.8	2.28	52.18	31,592	.058	2,204	121	76	50,161	.055	2,814	2,819	9.4	.056	102
Middlesex (Cambridge-Lowell-Malden-Medford-Newton-Somerville).....9	971.4	.738	1,172	244.9	242.3	3.48	41.28	390,829	.723	32,150	124	100	784,598	.861	3,204	3,223	135.3	.797	108
Nantucket.....9	3.4	.003	74	1.0	.9	.04	58.34	2,494	.005	91	83	77	4,020	.004	4,065	4,209	.5	.004	133
Norfolk (Quincy).....9	325.2	.247	807	83.3	82.9	1.23	53.08	147,980	.274	16,697	130	133	248,858	.273	2,989	2,996	59.6	.286	116
Plymouth (Brockton).....9	168.8	.128	254	48.0	46.8	4.84	51.39	88,866	.164	5,951	134	74	148,160	.163	3,089	3,131	23.4	.161	126
Suffolk (Boston).....9	863.2	.655	17,265	220.6	214.0	.02	N. A.	664,473	1.228	21,113	125	89	1,005,824	1.104	4,559	4,638	135.5	1.094	167
Worcester (Worcester).....12	504.5	.383	329	128.4	127.7	5.84	40.16	241,201	.446	16,275	134	76	378,727	.416	2,950	2,959	60.6	.426	111
STATE TOTAL.....	4,316.7	3.278	546	1121.0	1105.1	31.89	N. A.	2,250,001	4.159	136,027	128	87	3,799,994	4.170	3,390	3,417	599.8	4.076	124

For Massachusetts City figures, see page 78.

Before using these figures, see explanation page 9.

Serving Eastern Massachusetts for Over Twenty Years

WNBH is local to South-eastern Massachusetts—a market with more than \$300,000,000 in effective buying income and an increase of 18% in the number of preferred families.

WNBH

NEW BEDFORD, MASS.

The New Bedford radio area—Southeastern Massachusetts—depends on WNBH... gets its buying orders from this station. If you want your advertising heard directly in this area, instead of just overheard, use WNBH.

Salt Water Watts

Over 100 Local Advertisers

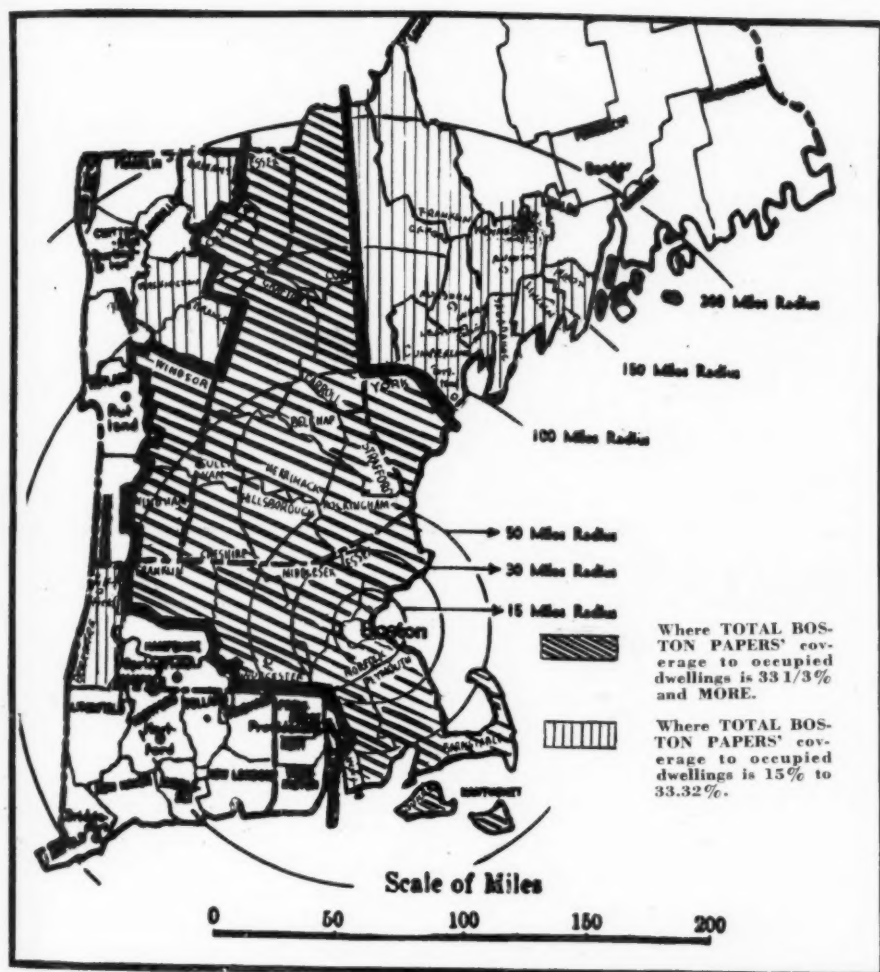
A WELL EARNED PLACE IN THE COMMUNITY.

Please do not attempt to use these figures before reading the complete explanation on page 9 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

BOSTON is

more than half of New England

When You Use The Boston Post



One newspaper — The Boston Post—covers more than half of New England's gigantic retail market—with more than 90% of its circulation concentrated in this area—and gives a family coverage of 28%. (See map at left).

Translated into sales potentials "more than half of New England's gigantic retail market" means:

\$2,693,411,000 in retail sales

\$4,287,408,000 effective buying income

158,474 new car sales in 1941

699,600 preferred families (with income of \$1500 or more).

YOUR ADVERTISING IN THE BOSTON POST IS INSURANCE ON THIS MARKET

The Boston Post is the favorite family newspaper in many thousand more homes than any other daily newspaper published in this outstanding market.

The Boston Post

376,622

Average net paid circulation Six months ending Sept. 30, 1941

NATIONAL REPRESENTATIVES: KELLY-SMITH COMPANY
New York, Chicago, Detroit, Philadelphia, Atlanta, San Francisco

Rhode Island's STAR SALESMAN has the ear of \$1,500,000,000

In plain language, WJAR talks to money . . . money as we understand the term today.

First thing to bear in mind is that the number of preferred families in the WJAR market increased by more than 50,000 during 1941 . . .

Effective buying income jumped more than 35%, adding a \$1,000 increase to family incomes throughout the area . . . hiking retail sales 50% above 1940, a record year . . .

More goods are being sold in the WJAR market because more income, more preferred families, more consumer needs have created a gigantic demand that must be satisfied.

Are you getting your share? WJAR, Rhode Island's Star Salesman, has the ear of this market.

WJAR — PROVIDENCE RHODE ISLAND

Basic NBC Red Network

WEED & COMPANY, NATIONAL REPRESENTATIVES
New York • Chicago • Detroit • San Francisco



RHODE ISLAND—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS Per 1,000	ESTIMATE 1941 SM					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Bristol.....13	25.6	.019	1,022	6.5	6.5	.21	47.08	9,096	.017	826	129	63	14,443	.016	2,230	2,234	3.1	.017	89
Kent.....13	58.3	.044	339	15.3	15.2	.45	52.59	23,054	.043	2,058	154	56	33,422	.037	2,184	2,190	6.8	.041	93
Newport.....13	46.7	.036	406	12.0	11.5	.47	47.13	24,100	.045	1,789	134	76	37,044	.040	3,092	3,169	7.5	.042	117
Providence (Pawtucket- Providence).....13	550.3	.418	1,307	145.0	142.7	1.34	33.73	356,134	.658	18,502	131	72	556,525	.610	3,829	3,865	71.8	.613	147
Washington.....13	32.5	.025	1,000	8.9	8.6	.54	50.81	17,614	.032	1,399	160	69	24,566	.027	2,768	2,809	3.8	.030	120
STATE TOTAL.....	713.4	.542	674	187.7	184.5	3.01	37.39	429,998	.795	24,574	134	71	665,000	.730	3,543	3,578	93.0	.743	137

For Rhode Island City figures, see page 83.

Before using these figures, see explanation page 9.

Help, Please!

One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 9.



The 5 Star Station

IN NEW ENGLAND'S SECOND LARGEST MARKET

WPRO

PROVIDENCE



COVERAGE:

First on the dial 630 KC. 5000 Watts (Day and Night) Stronger Primary Signal over greater area. Larger secondary area.



BASIC CBS STATION:

Complete Columbia Program Service.



NEWS:

Most complete service — Associated Press and United Press by direct wire to WPRO newsroom — plus C.B.S. World Coverage.



ACCEPTANCE:

First choice of *more* local advertisers.



NETWORK ORIGINATION:

The only Rhode Island station originating regular network programs. High production standards and outstanding talent combined in "Morning Rhythm" — Ed Drew and his WPRO Orchestra — every Saturday morning over Columbia network.

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

NORWICH, CONN.

POPULATION
34,140

Trading Center of Eastern Connecticut

1941 Business Volume of NORWICH	\$645,789,307.00
All other New London County Towns	\$402,745,094.00
All Windham County	\$284,916,303.00
Total Eastern Connecticut Volume	\$1,333,450,704.00

YOU CAN REACH THIS PLUS MARKET OF OVER 150,000
PEOPLE BY ONE MEDIUM:




The NORWICH BULLETIN RECORD

Daily Average Circulation, 21,832

Bulletin-Sunday Record, 29,238

CONNECTICUT—County Data





The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROL	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Fairfield (Bridgeport-Stamford)23	418.4	.318	661	110.2	107.8	2.77	40.79	301,582	.557	18,565	134	101	509,865	.560	4,625	4,682	66.4	.547	172
Hartford (Hartford- New Britain).....15	450.2	.342	608	116.5	114.1	3.79	35.28	320,556	.593	21,596	139	116	554,853	.609	4,765	4,820	80.5	.594	174
Litchfield.....15	87.0	.066	93	23.3	23.1	2.79	53.07	49,816	.092	3,942	131	84	79,068	.086	3,393	3,408	14.8	.089	135
Middlesex.....15	56.0	.043	150	14.1	14.0	1.30	54.88	32,380	.060	2,244	135	80	48,221	.053	3,424	3,439	9.6	.056	130
New Haven (New Haven- Waterbury).....16	484.3	.368	795	128.1	125.1	2.88	38.31	323,551	.598	17,205	139	98	557,368	.612	4,352	4,410	77.0	.587	160
New London.....14	125.2	.095	186	32.8	32.4	2.95	45.61	77,210	.143	4,368	141	67	130,215	.143	3,966	3,997	17.2	.139	146
Tolland.....15	31.9	.024	77	8.5	8.5	2.23	56.90	11,935	.022	1,443	142	62	19,543	.021	2,302	2,306	3.8	.023	96
Windham.....14	56.2	.042	109	15.2	15.1	2.45	43.54	32,978	.061	1,820	139	50	50,841	.056	3,338	3,349	6.4	.057	136
STATE TOTAL.....	1,709.2	1.298	349	448.7	440.1	21.16	40.48	1,150,008	2.126	71,183	137	98	1,949,974	2.140	4,346	4,393	275.7	2.092	161

For Connecticut City figures, see page 86.

New England States—City Data

MAINE—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE								Thous- ands of \$1500 Pre- ferred families
		Total (in thous- ands)	% of County	% of State	% of U S A	Fami- lies, Est'd (in thous- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dol- lars	Per Fami- ly dol- lars			
Auburn (see also Lewiston).....	Androscoggin.....	19.8	25.84	2.34	.015	5.5	25.08	26.13	7,216	19.90	2.06	.013	N. A.	22,550	15,483	28.78	2.98	.017	781	2,825	3.0		
Augusta.....	Kennebec.....	19.4	25.07	2.29	.015	4.4	19.59	27.65	11,120	33.07	3.18	.021	4,704	10,920	15,727	30.09	3.02	.017	812	3,537	2.6		
Bangor.....	Penobscot.....	29.8	30.71	3.52	.023	7.4	33.45	27.08	27,500	64.92	7.86	.051	28,183	7,725	28,620	45.50	5.48	.031	960	3,852	4.9		
Bath.....	Sagadahoc.....	10.2	53.52	1.21	.008	2.8	16.57	21.63	6,135	82.33	1.75	.011	N. A.	N. A.	8,178	80.57	1.57	.009	799	2,904	1.0		
Biddeford.....	York.....	19.8	23.97	2.33	.015	4.0	16.63	27.50	10,775	32.45	3.08	.020	4,260	20,713	14,724	30.88	2.83	.016	744	3,095	2.0		
Brunswick.....	Cumberland.....	7.0	4.80	.83	.005	1.9	N. A.	N. A.	2,950	3.63	.84	.005	N. A.	N. A.	4,978	4.23	.78	.004	709	2,561	.6		
Lewiston.....	Androscoggin.....	38.6	50.34	4.55	.029	9.3	28.99	26.69	24,545	67.70	7.01	.045	12,327	41,820	33,781	62.78	6.50	.037	875	3,648	5.2		

Before using these figures, see explanation page 9.

**THERE'S
NOT
ANOTHER
LIKE IT!**

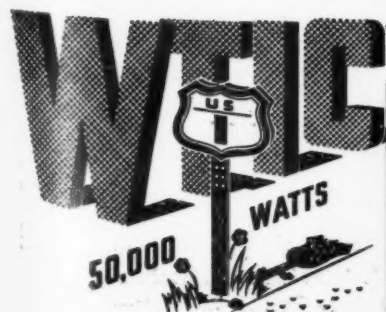
NOWHERE can you find anything to equal the majestic beauty of Niagara Falls and the mighty surge and roar of its turbulent water.

Nor can you find another medium like WTIC for selling the Southern New England market — a market where buying income is far above the national average.*

Reach the prosperous people here through their favorite source of news and entertainment . . . WTIC . . . and discover why wise national advertisers agree that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, April 10, 1942.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Red Network and Yankee Network





Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

APRIL 10, 1942

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MAINE—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- and's)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Portland.....	Cumberland..	73.6	50.44	8.69	.056	19.6	59.93	28.42	58,500	72.08	16.71	.109	80,132	33,150	78,885	67.05	15.17	.088	1,071	4,018	14.2
Rockland.....	Knox.....	8.9	32.73	1.05	.007	2.5	N. A.	N. A.	6,979	59.44	1.99	.013	6,025	N. A.	8,753	46.28	1.68	.009	1,047	3,532	1.2
Rumford Falls..	Oxford.....	8.4	19.80	1.00	.006	2.3	N. A.	N. A.	3,570	25.01	1.02	.007	N. A.	N. A.	5,814	24.83	1.33	.008	685	2,503	1.1
Sanford.....	York.....	14.9	18.03	1.76	.011	3.6	N. A.	N. A.	6,301	18.98	1.80	.012	N. A.	N. A.	10,388	21.79	2.00	.011	700	2,921	.9
South Portland..	Cumberland..	15.8	10.81	1.86	.012	4.1	23.31	29.38	4,447	5.48	1.27	.008	9,140	1,884	11,602	9.87	2.23	.013	735	2,830	2.5
Waterville.....	Kennebec....	16.7	21.61	1.97	.013	4.2	16.17	25.27	12,029	35.77	3.44	.022	4,472	12,015	14,570	27.91	2.80	.016	874	3,440	2.0
Westbrook.....	Cumberland..	11.1	7.59	1.31	.008	2.9	12.39	22.04	4,327	5.33	1.24	.008	N. A.	N. A.	7,855	6.68	1.51	.009	706	2,683	1.3
TOTAL ABOVE	CITIES.....	294.0		34.71	.223	75.3			186,394		53.25	.345			259,358		49.88	.285	882	3,444	42.5
STATE TOTAL.		847.2			.643	219.0	57.28		350,001			.647			519,978			.571	614	2,375	97.4

For Maine County figures, see page 68.

Before using these figures, see explanation page 9.

NEW HAMPSHIRE—City Data

Berlin.....	Cos.	19.1	48.99	3.80	.015	4.5	39.91	18.59	7,653	54.08	3.40	.014	3,215	N. A.	11,538	51.22	3.55	.013	605	2,570	2.5
Claremont.....	Sullivan....	12.1	47.73	2.47	.009	3.3	41.73	23.85	7,166	64.82	3.18	.013	2,160	10,143	10,623	63.36	3.27	.012	875	3,199	1.9
Concord.....	Merrimack..	27.2	44.76	5.53	.021	6.7	47.44	28.91	16,769	60.43	7.45	.031	5,735	7,988	25,319	63.61	7.79	.028	932	3,762	3.4
Dover.....	Strafford....	15.0	34.42	3.05	.011	4.0	41.75	24.14	9,818	46.38	4.36	.018	2,305	14,596	15,295	50.37	4.71	.016	1,020	3,852	1.7
Keene.....	Cheshire....	13.8	39.57	2.61	.011	3.8	44.87	26.84	10,027	70.02	4.46	.019	5,235	7,945	15,766	68.81	4.85	.017	1,140	4,145	2.5
Laconia.....	Belknap....	13.5	55.43	2.74	.010	3.6	44.01	26.67	8,293	71.43	3.89	.015	2,289	6,083	12,684	78.43	3.90	.014	941	3,544	1.9
Manchester.....	Hillsborough	77.7	53.62	15.80	.059	21.0	31.43	22.68	41,700	60.21	18.53	.077	30,135	66,280	61,046	62.79	18.78	.067	786	2,902	9.9

Before using these figures, see explanation page 9.

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CIRCULATION INCREASES 90% IN TWO YEARS

This huge increase has been made while increasing the price per copy, acquiring ABC membership, and without the use of premiums. For the first time the National Advertiser enjoys full coverage of the Claremont area, now vitally concerned with National defence. The Eagle is the only daily for 40 miles in any direction. Coverage includes the important towns of Springfield and Windsor in Vermont, Newport and Lebanon in New Hampshire, and smaller points.

CLAREMONT EAGLE

ABC

CLAREMONT,
New Hampshire

National Representative

The Julius Mathews Special Agency
New York—Boston—Chicago—Detroit

To the **VICTORS**— ...**V**—

Regardless what index you consult, business in Manchester and New Hampshire is good . . . good for manufacturers and keen sales executives who pick the Manchester Union-Leader to sell their merchandise quickly and economically. The Victors in this queer economy of our U.S.A. are the men who are using to their advantage the City of Manchester coverage and the State of New Hampshire coverage of the Union-Leader . . . coverage that is adaptable, flexible, prolific of results at low cost.

"V" Facts YOU Should Know About This Great UNION-LEADER Market !

Retail sales are up six-and-a-third million dollars over a year ago . . . Wholesale sales are up 20%, or five million dollars in Manchester alone! . . . Manchester Effective Buying Income is up **FOURTEEN MILLION DOLLARS** 1941 vs. 1940 . . . and Income per Family is up from \$2,245 to \$2,902, or 29% . . . Sure, and for your advertising dollar in the Union-Leader you are getting nine-out-of-ten Manchester families, and 31% of all New Hampshire families! With circulation at an all time high, you cannot afford to miss this New Hampshire market at our low cost!

The MANCHESTER UNION-LEADER

Manchester

New Hampshire

Nationally Represented by

Geo. A. McDevitt Co.

New York, Boston, Philadelphia, Chicago, Detroit

In New Hampshire—You Really Only Need the Union-Leader!

**Portsmouth has
65% greater Retail
Sales than the
average of New
England cities in
its population-group**

WAR-WORK

represents a tremendous activity in Portsmouth, centering about the great Navy Yard and Submarine Base, both of which are growing continuously.

Circulation of The Herald now exceeds 8300 daily (A.B.C.) likewise growing continuously, as the population, now over 65,000 in the trade area, is augmented by new workers and their families.

The quality of the Portsmouth market is shown by per capita sales which for the City Zone are far in excess of any comparable city in New England.

The Portsmouth Herald

Portsmouth, New Hampshire

National Representative — The Julius Mathews Special Agency

New York — Boston — Chicago — Detroit

NEW HAMPSHIRE—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Nashua.....	Hillsborough...	32.9	22.73	6.70	.025	8.6	38.47	26.97	17,797	25.70	7.91	.033	5,800	53,330	25,782	26.52	7.93	.028	783	2,996	4.3
Portsmouth.....	Rockingham...	14.8	25.49	3.03	.011	4.0	45.01	30.34	12,691	46.42	5.64	.023	5,255	3,530	18,286	47.66	5.63	.020	1,234	4,577	2.4
Rochester.....	Strafford.....	12.0	27.58	2.44	.009	3.4	50.45	22.05	6,718	31.74	2.99	.012	785	6,552	9,969	32.83	3.07	.011	830	2,962	1.3
TOTAL ABOVE	CITIES.....	238.1		48.45	.181	62.9			138,632		61.61	.255			206,308		63.48	.226	866	3,280	31.8
STATE TOTAL		491.5			.373	132.9	51.68		224,969			.416			324,924			.357	661	2,444	64.3

For New Hampshire County figures, see page 70.

MASSACHUSETTS—City Data

Arlington.....	Middlesex.....	40.0	4.12	.93	.030	10.5	48.92	48.94	12,140	3.11	.54	.022	1,215	1,053	20,077	2.56	.53	.022	502	1,920	3.9
Athol.....	Worcester.....	11.2	2.22	.28	.008	3.1	48.12	21.73	6,516	2.70	.29	.012	2,462	9,766	11,388	3.01	.30	.012	1,019	3,638	1.3
Attleboro.....	Bristol.....	22.1	6.05	.51	.017	6.1	41.89	26.15	9,793	6.32	.44	.018	659	42,638	17,567	6.27	.46	.019	796	2,897	3.1
Barnstable.....	Barnstable.....	8.3	22.34	.19	.006	2.3	62.67	94.22	8,394	31.61	.37	.016	672	N. A.	9,232	19.14	.24	.010	1,108	3,957	1.2
Belmont.....	Middlesex.....	26.9	2.77	.62	.020	7.0	50.27	56.90	6,980	1.79	.31	.013	N. A.	169	13,143	1.68	.35	.015	489	1,886	3.4

Before using these figures, see explanation page 9.

wsar

ONLY STATION IN FALL RIVER
3rd oldest in New England in continuous service

Fall River's booming market has only one ear—and it's WSAR. This station's record as the 3rd oldest in New England can be understood only as survival through continuous advertising effectiveness.

Facts about WSAR's market: Fall River's

effective buying income is up 21%; retail sales 15%; family income up \$480. Bristol County, with an 18% increase in buying power and 15% increase in retail sales, this year shows over 6,000 additional preferred families.

WSAR • FALL RIVER, MASS.



After Years of Steady Increases . . . PAYROLLS, RETAIL SALES CONTINUE UPWARDS!

Effective Buying Income Now \$80,506,000!
21.7% MORE PER PERSON THAN IN 1940!

After years of steady increases in payrolls and retail sales, the famous and diversified industrial city of Fall River CONTINUES TO BOOM! Effective buying income in 1941 increased 21.7% over 1940 for another staggering high of \$80,506,000! Payrolls for 1941 increased 26% and retail sales 16.2%!

TODAY . . . the trend continues UPWARD! Payrolls increased 17%, retail sales 30% and bank clearings 30% for the first two months of 1942.

Put your "A" schedules to work in this "boom-buying" market and step up your sales. Fall River is Massachusetts' fourth largest and New England's most compact market. . . Shopping metropolis of 164,196 people. (98% of the Herald News circulation is concentrated within a 14-mile radius of City Hall). Circulation is now at the highest peak in the Herald News history—33,674 net paid. (Feb. ave.) . . . and at only 12 cents per line!

FALL RIVER Herald News

National Representatives:

KELLY-SMITH CO. — New York, Boston, Philadelphia, Detroit, Chicago, Atlanta, San Francisco

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Beverly	Essex	25.5	5.15	.59	.019	7.0	45.06	35.22	11,887	5.14	.53	.022	3,537	11,288	22,645	5.39	.60	.025	887	3,241	3.8
Boston	Suffolk	770.8	89.29	17.86	.585	197.7	N. A.	N. A.	632,511	95.19	28.12	1.169	2,107,450	510,635	815,188	81.05	21.45	.895	1,058	4,123	108.8
Braintree	Norfolk	16.4	5.04	.38	.012	4.3	59.53	40.06	4,426	2.99	.20	.008	1,535	987	8,033	3.23	.21	.009	490	1,880	2.2
Brockton	Plymouth	62.3	36.93	1.44	.047	18.1	37.65	24.91	40,894	46.02	1.82	.078	17,953	43,364	59,893	40.42	1.58	.066	961	3,302	8.7
Brookline	Norfolk	49.8	15.31	1.15	.038	12.7	29.93	77.94	28,586	19.32	1.27	.053	9,815	2,620	42,351	17.02	1.11	.046	851	3,324	11.4
Cambridge	Middlesex	110.9	11.41	2.57	.084	28.7	19.10	36.56	60,457	15.47	2.69	.112	94,753	150,462	126,790	16.16	3.34	.139	1,143	4,415	18.4
Chelsea	Suffolk	41.3	4.78	.96	.031	10.0	22.82	25.80	17,367	2.61	.77	.032	38,650	24,209	37,309	3.71	.98	.041	904	3,747	5.9
Chicopee	Hampden	41.7	12.55	.97	.032	10.1	33.92	22.54	10,197	5.75	.45	.019	2,517	53,467	18,667	6.58	.49	.020	448	1,852	5.1
Clinton	Worcester	12.4	2.47	.29	.009	3.2	43.13	23.24	6,322	2.62	.28	.012	286	13,830	11,141	2.94	.29	.012	896	3,430	1.4
Danvers	Essex	14.2	2.86	.33	.011	3.0	54.01	30.33	4,644	2.01	.21	.009	N. A.	2,105	8,536	2.03	.22	.009	802	2,828	1.3
Dedham	Norfolk	15.5	4.77	.36	.012	3.9	59.31	42.45	5,454	3.69	.24	.010	N. A.	910	9,762	3.92	.26	.011	829	2,498	1.8
Everett	Middlesex	46.8	4.82	1.08	.036	11.8	35.12	29.62	11,790	3.02	.52	.022	14,085	60,425	30,414	3.88	.80	.033	650	2,586	7.1
Fall River	Bristol	115.4	31.66	2.67	.088	29.8	20.92	20.41	52,495	33.90	2.33	.097	50,582	90,621	80,506	28.74	2.12	.088	897	2,702	11.1
Fitchburg	Worcester	41.8	8.29	.97	.032	11.1	36.58	24.71	25,113	10.41	1.12	.046	17,149	44,168	37,776	9.97	.99	.042	903	3,450	4.5
Framingham	Middlesex	23.2	2.39	.54	.018	5.7	44.94	37.04	13,969	3.57	.62	.026	5,437	20,582	22,510	2.87	.59	.025	970	3,945	2.5
Gardner	Worcester	20.2	4.01	.47	.015	5.1	44.72	25.65	10,679	4.43	.48	.020	3,381	26,076	18,036	4.76	.47	.020	893	3,555	2.0
Gloucester	Essex	24.0	4.84	.56	.018	6.6	44.04	37.21	10,639	4.80	.47	.020	3,209	9,503	21,186	5.04	.56	.023	881	3,233	2.7
Greenfield	Franklin	15.7	31.89	.36	.012	4.4	43.38	31.32	13,641	55.49	.61	.025	5,352	6,462	18,025	44.43	.47	.020	1,150	4,081	2.7
Haverhill	Essex	46.8	9.42	1.08	.036	13.2	39.26	25.06	22,485	9.72	1.00	.041	9,421	31,097	46,743	11.12	1.23	.051	1,000	3,543	7.1
Holyoke	Hampden	53.8	16.18	1.25	.041	14.7	20.24	28.51	28,422	16.04	1.26	.053	18,453	56,372	50,937	17.96	1.34	.066	948	3,461	7.7
Hudson	Middlesex	8.0	.83	.19	.006	2.2	42.97	25.43	3,249	.83	.15	.006	N. A.	N. A.	5,781	.74	.15	.006	719	2,657	1.0
Lawrence	Essex	84.3	16.99	1.95	.064	22.0	20.76	24.44	46,460	20.09	2.07	.086	29,556	130,455	74,011	17.61	1.95	.081	878	3,366	10.9

Before using these figures, see explanation page 9.

HOLYOKE family income higher than Mass. State and Hampden County.

OH LOOK! Wholesale **GAINS** over **49%**

LOOK Again!! Payrolls increased 100% over 1940.

Yes indeed — stability before war — excellent prospects after.

Only newspaper! - - Complete local reader support.

Keep your faith in good American marketing spots.

Every data source shows HOLYOKE to be one of the best.

HOLYOKE TRANSCRIPT TELEGRAM

OVER 20,000 DAILY

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Leominster.....	Worcester.....	22.2	4.41	.51	.017	5.8	42.44	25.78	8,626	3.58	.38	.016	5,180	19,543	16,999	4.49	.45	.019	785	2,923	2.4
Lowell.....	Middlesex.....	101.4	10.44	2.35	.077	24.9	29.63	23.85	50,630	12.95	2.25	.094	18,621	74,615	94,186	12.00	2.48	.103	929	3,778	11.3
Lynn.....	Essex.....	98.1	19.77	2.27	.075	27.6	28.56	31.27	53,866	23.29	2.40	.100	18,349	88,257	96,293	22.91	2.53	.106	981	3,489	14.2
Malden.....	Middlesex.....	58.0	5.97	1.34	.044	15.4	36.19	33.12	26,556	7.31	1.27	.053	8,402	27,905	55,951	7.13	1.47	.062	965	3,641	8.2
Marblehead.....	Essex.....	10.9	2.19	.25	.008	3.3	61.01	52.73	4,097	1.77	.18	.007	N. A.	636	7,142	1.70	.19	.008	658	2,194	1.5
Marlborough.....	Middlesex.....	15.2	1.56	.35	.012	4.1	46.51	26.71	5,492	1.66	.29	.012	663	8,724	14,286	1.82	.38	.016	943	3,523	2.1
Medford.....	Middlesex.....	63.1	6.49	1.46	.048	16.0	42.98	39.00	18,518	4.74	.78	.034	2,052	8,543	42,510	5.42	1.12	.047	674	2,653	9.2
Melrose.....	Middlesex.....	25.3	2.61	.59	.019	6.9	57.51	44.53	7,270	1.88	.32	.013	N. A.	3,037	14,880	1.90	.39	.018	587	2,158	4.3
Middleborough.....	Plymouth.....	9.0	5.35	.21	.007	2.6	55.45	20.40	5,344	6.01	.24	.010	3,077	N. A.	9,502	6.41	.25	.010	1,052	3,646	1.2
Millford.....	Worcester.....	15.4	3.05	.36	.012	3.8	42.95	25.74	8,852	2.84	.31	.013	632	7,343	11,761	3.11	.31	.013	764	3,099	1.9
Milton.....	Norfolk.....	18.7	5.75	.43	.014	4.9	69.82	63.53	5,046	3.41	.22	.009	N. A.	433	9,015	3.62	.24	.010	482	1,844	2.4
Needham.....	Norfolk.....	12.4	3.83	.29	.009	3.3	65.27	62.35	5,685	3.84	.25	.010	607	1,802	10,075	4.05	.27	.011	810	3,014	1.6
New Bedford.....	Bristol.....	110.3	30.26	2.56	.084	30.6	25.78	20.48	52,880	34.15	2.35	.098	30,521	90,035	92,816	33.13	2.44	.102	841	3,029	13.6
Newburyport.....	Essex.....	13.9	2.80	.32	.011	3.8	46.17	27.28	8,692	3.84	.40	.015	3,418	9,240	15,346	3.65	.40	.017	1,103	4,003	1.9
Newton.....	Middlesex.....	69.9	7.19	1.62	.053	17.4	57.21	67.25	29,226	7.48	1.30	.054	4,226	16,652	64,893	8.27	1.71	.071	929	3,723	15.5
North Adams.....	Berkshire.....	22.2	18.17	.51	.017	6.0	35.44	26.58	13,026	20.33	.58	.024	8,345	24,353	20,970	20.84	.55	.023	944	3,491	2.6
Northampton.....	Hampshire.....	24.8	34.22	.57	.019	5.8	47.71	31.42	14,714	46.58	.65	.027	4,363	7,113	23,568	46.97	.62	.026	951	4,092	3.1
Norwood.....	Norfolk.....	15.4	4.73	.38	.012	3.8	51.33	36.30	8,350	5.84	.37	.015	1,561	24,427	11,591	4.66	.31	.013	753	3,014	1.9
Peabody.....	Essex.....	21.7	4.37	.50	.016	5.5	48.38	28.59	8,247	3.57	.37	.015	8,806	44,851	16,383	3.90	.43	.018	755	2,983	3.2
Pittsfield.....	Berkshire.....	49.7	40.63	1.15	.038	13.0	40.36	31.81	31,508	49.18	1.40	.058	12,815	55,944	45,809	45.53	1.21	.050	922	3,519	7.3
Plymouth.....	Plymouth.....	13.1	7.76	.30	.010	3.8	42.20	38.82	8,053	9.06	.36	.015	1,706	10,815	14,007	9.45	.37	.015	1,069	3,647	1.5
Quincy.....	Norfolk.....	75.8	23.31	1.76	.058	20.4	44.68	38.99	45,527	30.77	2.02	.084	14,509	47,629	68,179	27.40	1.79	.075	899	3,348	12.2
Revere.....	Suffolk.....	34.4	3.99	.80	.026	8.5	36.11	26.76	10,025	1.51	.45	.018	13,262	1,622	19,384	1.93	.51	.021	563	2,282	5.6
Salem.....	Essex.....	41.2	8.30	.95	.031	10.5	35.10	32.42	25,572	11.06	1.14	.047	10,743	30,634	38,229	9.09	1.01	.042	928	3,624	6.5
Somerville.....	Middlesex.....	102.2	10.52	2.37	.078	26.3	26.25	29.79	34,515	8.83	1.53	.064	21,507	84,048	73,626	9.38	1.94	.081	721	2,803	20.7
Southbridge.....	Worcester.....	16.8	3.34	.39	.013	4.3	29.33	29.93	8,245	3.42	.37	.015	745	24,063	14,017	3.70	.37	.015	833	3,242	2.1
Springfield.....	Hampden.....	149.6	45.03	3.46	.114	40.3	29.08	32.23	108,667	61.31	4.83	.201	93,057	100,157	151,110	53.29	3.98	.166	1,010	3,749	24.9
Taunton.....	Bristol.....	37.4	10.26	.87	.028	9.3	44.69	23.58	18,073	11.67	.80	.033	4,821	22,815	28,443	10.15	.75	.031	761	3,047	4.2
Wakefield.....	Middlesex.....	16.2	1.67	.38	.012	4.2	57.11	35.22	7,300	1.87	.33	.013	567	4,535	12,910	1.65	.34	.014	796	3,080	1.9
Waltham.....	Middlesex.....	40.0	4.12	.83	.030	9.2	34.92	33.34	26,859	6.87	1.19	.050	5,442	24,448	41,024	5.23	1.08	.045	1,025	4,475	6.1
Watertown.....	Middlesex.....	35.4	3.65	.82	.027	8.7	37.13	41.45	16,042	4.10	.71	.030	14,650	31,192	25,987	3.31	.68	.029	734	2,989	4.6
Webster.....	Worcester.....	13.2	2.61	.30	.010	3.4	30.31	29.25	5,383	2.23	.24	.010	N. A.	11,227	9,964	2.63	.26	.011	758	2,802	1.6
Wellesley.....	Norfolk.....	15.1	4.65	.35	.012	3.7	68.77	72.75	10,945	7.40	.49	.020	N. A.	1,900	18,334	7.37	.48	.020	1,212	4,926	2.0
Westfield.....	Hampden.....	18.8	5.66	.44	.014	5.0	45.68	24.67	9,949	5.61	.44	.018	1,322	11,845	16,328	5.76	.43	.018	869	3,264	2.3

Before using these figures, see explanation page 9.

NEW BEDFORD

(MASSACHUSETTS)

21% richer

New Bedford's effective buying income for 1941 was 21% higher than in 1940. Income per family jumped from \$2,530 to \$3,029.

PAYROLLS AT A 22-YEAR HIGH

WE quote from a letter dated February 25, 1942, signed by W. E. Dunsby, Vice-President of Sales Management: " . . . you will see that the New Bedford retail sales have increased approximately \$7,000,000 and the effective buying income has increased over \$16,000,000 which indicates there is still a real surplus of money to be spent.

Also the figure of \$3,029 income per family for 1941 which is nearly \$500 more than 1940 is evidence of the purchasing power that the market is enjoying." . . .

But that's only part of the story! Our newspapers at 16¢ per line give not only complete coverage of New Bedford's 110,000 people but of an additional 100,000 people in the counties of Barnstable (Cape Cod), Dukes (Marthas Vineyard), and Nantucket, three of the five counties above the state average in per family sales.

(Sunday Standard-Times, 10c per line)

NEW BEDFORD
Standard-Times
and MORNING MERCURY

MASSACHUSETTS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE-SALE SALES 1941 SM EST.	INDUS-TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thousands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thousands)	% Owner-Occupied Homes	Average Rent or Rental value	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Dollars (in thousands)	Dollars (in thousands)	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thousands of \$1500 Preferred families
West Springfield	Hampden	17.1	5.16	.40	.013	4.5	46.63	30.29	6,984	3.94	.31	.013	1,248	17,323	12,194	4.30	.32	.013	712	2,681	2.1
Weymouth	Norfolk	23.9	7.34	.55	.018	6.5	62.05	32.20	7,792	5.27	.35	.014	N. A.	665	13,505	5.43	.36	.015	566	2,090	3.2
Woburn	Middlesex	19.8	2.03	.46	.015	4.6	53.84	29.31	8,506	2.18	.38	.016	662	8,817	17,007	2.17	.45	.019	861	3,713	2.6
Worcester	Worcester	193.7	38.40	4.49	.147	48.8	30.17	32.83	120,388	49.91	5.35	.223	92,352	195,487	170,327	44.97	4.48	.187	879	3,489	25.7
TOTAL ABOVE CITIES		3,390.6		78.55	2.575	880.8			1952,160		86.76	3.608			3056,196		80.43	3.354	901	3,470	480.2
STATE TOTAL		4,316.7			3.278	1121.	N. A.		2250,001			4.159			3799,994			4.170	880	3,390	599.8

For Massachusetts County figures, see page 70.

VERMONT—City Data

Barre	Washington	10.9	26.26	3.04	.008	3.1	40.75	27.28	9,629	43.65	5.84	.018	3,098	7,971	10,629	31.70	4.43	.012	974	3,476	2.1
Bennington	Bennington	7.6	34.23	2.12	.006	3.1	46.24	25.49	8,110	48.54	3.70	.011	1,241	N. A.	7,165	38.07	2.99	.008	939	2,291	1.2
Brattleboro	Windham	9.6	34.55	2.68	.007	2.8	40.39	26.39	8,310	56.38	5.04	.015	5,383	N. A.	9,043	45.77	3.77	.009	940	3,201	1.4
Burlington	Chittenden	27.7	53.14	7.71	.021	7.1	38.13	32.85	22,510	82.78	13.64	.042	19,165	12,280	25,921	66.07	10.80	.028	936	3,631	3.9
Montpelier	Washington	8.0	19.27	2.23	.006	2.2	43.78	33.68	6,309	28.60	3.82	.012	3,329	N. A.	7,841	23.38	3.27	.009	979	3,558	1.3
Rutland	Rutland	17.1	37.43	4.75	.013	4.6	47.97	29.91	15,421	66.14	9.35	.028	9,297	4,105	17,083	48.11	7.12	.019	1,000	3,730	3.1
St. Albans	Franklin	8.0	27.15	2.24	.006	2.1	42.24	26.57	8,292	65.45	3.81	.012	2,458	N. A.	7,841	54.75	3.27	.009	976	3,667	1.2
St. Johnsbury	Caledonia	7.4	30.58	2.07	.006	2.6	39.46	25.27	7,277	69.64	4.41	.013	4,638	N. A.	7,730	48.26	3.22	.008	1,039	3,029	1.2
TOTAL ABOVE CITIES		96.3		26.84	.073	27.6			81,858		49.61	.151			93,253		38.87	.102	967	3,376	15.4
STATE TOTAL		359.2			.273	92.4	55.94		165,021			.305			240,120			.263	668	2,598	43.5

For Vermont County figures, see page 68.

Before using these figures, see explanation page 9.

When You Buy Time—**WTAG**
Buy An Audience



WORCESTER
NBC BASIC RED and
YANKEE NETWORKS

Edward Petry & Co., Inc.
NATIONAL REPRESENTATIVE

Owned and operated by The
Worcester Telegram-Gazette

PROVIDENCE

First, the Cradle . . . and Now, a Vital Bulwark of

AMERICAN LIBERTY!

THREE HUNDRED AND SIX YEARS have passed since a rugged individualist with tolerance for all, but a conformist to none . . . friend to the Indians, but anathema to the stiff-necked Puritans . . . fled Massachusetts with a handful of followers and founded a new settlement in the wilderness.

In commemoration of God's Providence, he chose its name. To persons "distressed in conscience," he dedicated its shelter.

One hundred years later . . . two long debated months before the Declaration of Independence . . . this continuing spirit of initiative and love of liberty made Rhode Island and the Providence Plantations the first independent republic of America. The declaration of the Colonial Assembly was dated May 4, 1776.

Thus from the wilds of Rhode Island and

Providence Plantations Roger Williams hewed the cradle of American Liberty.

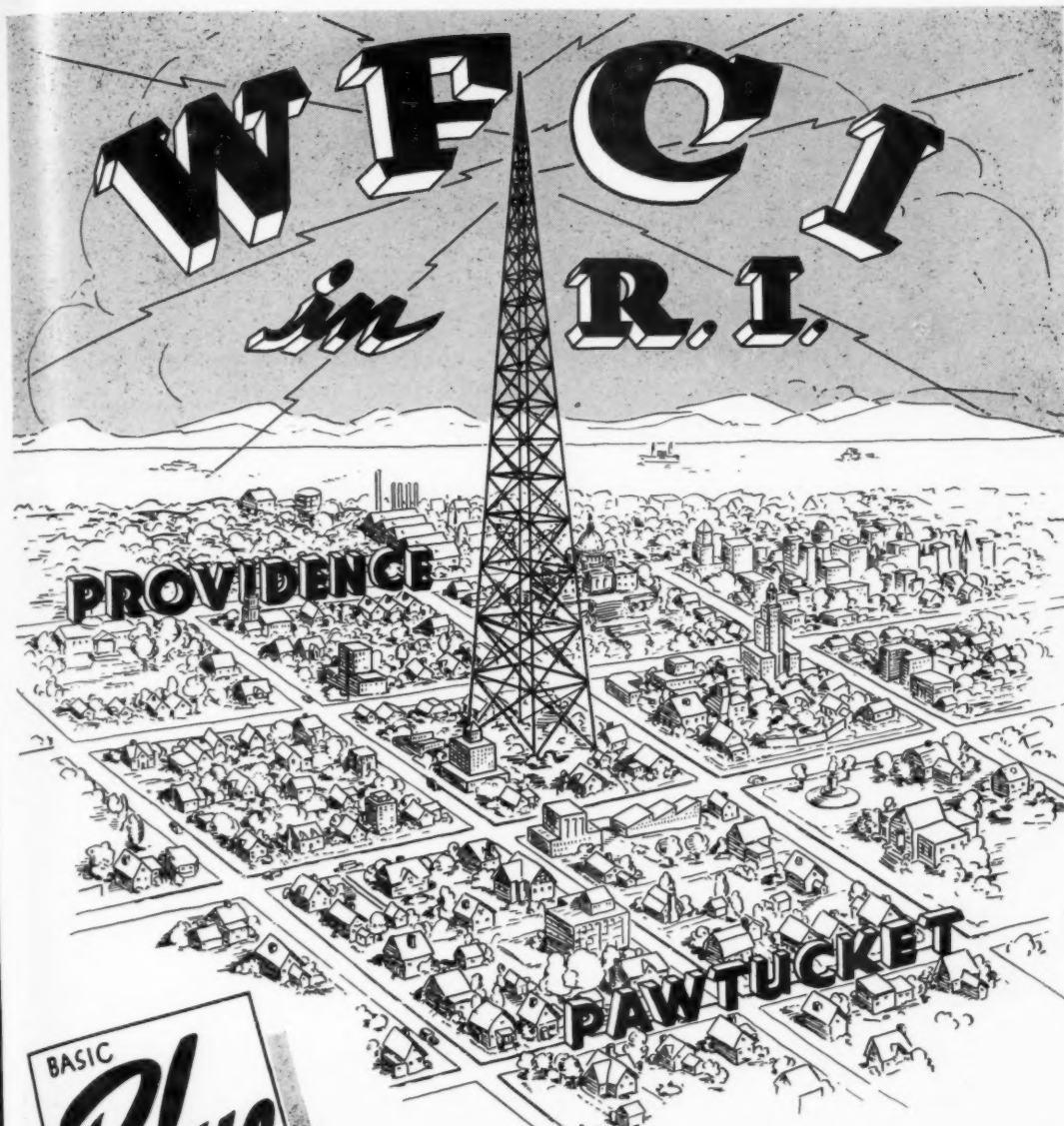
Today, for the third time in more than 300 years, the highly diverse nature of its manufacturing places Providence in the front ranks of the battle of production to preserve the priceless American heritage which it cradled—and insures the long-time stabilization of Rhode Island buying power which, during the past twelve months, contributed to the greatest sales record in its long history.

And because the synonymy of advertising and news has seldom been so apparent—and these two great natural functions of the daily newspaper seldom been so important—the marketing maneuvers common to all types of business today may best be executed in Rhode Island with the widely circulated and influential Providence Journal-Bulletin.

Everybody reads the **PROVIDENCE JOURNAL-BULLETIN**
In New England's Second Largest Market!

REPRESENTATIVES: Ward-Griffith Co., Inc., New York, Chicago, Boston, Detroit, Atlanta

R. J. Bidwell Co., San Francisco, Los Angeles



NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY, Graybar Building, New York City

WFCI

PAWTUCKET BROADCASTING COMPANY, INC.
STUDIOS AND OFFICES:
450 MAIN STREET PAWTUCKET, RHODE ISLAND

A BOOMING *Billion Dollar MARKET!

These "Sales Management" figures tell the story, and for DOMINANT COVERAGE, in this rich market, the key is . . . WFCI.

Population 1,130,225
Retail sales \$617,057,417
*Effective buying income *\$982,942,917
Income per family \$3,322
No. \$1500 preferred families 147,467
Income per capita \$869

These figures represent totals from this Survey of Buying Power for the W.F.C.I. listening area.

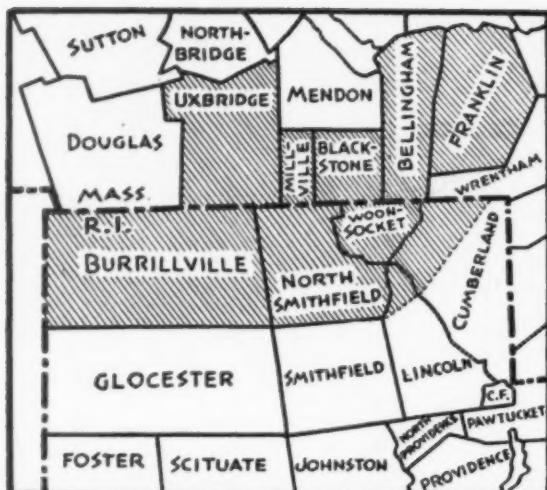
RHODE ISLAND—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Central Falls	Providence	25.2	4.59	3.53	.019	6.5	19.20	21.76	7,511	2.11	1.75	.014	3,466	16,545	14,458	2.60	2.17	.016	573	2,220	3.5
Cranston	Providence	47.1	8.56	6.60	.036	11.3	53.95	37.11	14,127	3.97	3.28	.026	1,820	25,310	29,766	5.36	4.48	.033	632	2,645	7.1
East Providence	Providence	32.2	5.85	4.51	.024	8.5	54.05	30.88	12,749	3.58	2.96	.024	25,522	7,392	24,529	4.42	3.68	.027	763	2,903	4.8
Newport	Newport	30.5	65.38	4.28	.023	7.7	39.28	39.24	19,751	81.95	4.59	.036	6,832	N. A.	25,846	69.77	3.89	.028	847	3,373	4.8
Pawtucket	Providence	75.8	13.77	10.63	.058	20.8	31.87	27.65	56,630	15.90	13.17	.105	12,915	103,695	78,228	14.08	11.76	.086	1,032	3,761	12.5
Providence	Providence	253.5	46.07	35.54	.193	67.5	27.77	28.09	180,400	50.66	41.95	.333	269,445	275,590	284,732	51.25	42.82	.312	1,123	4,218	39.5

Before using these figures, see explanation page 9.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 9 and following pages.



The WOONSOCKET CALL TERRITORY

Woonsocket payrolls reached an all-time peak during 1941 . . . and 1942 payrolls are beating the record 1941 figures by over 35%.





Buying power in this market of 100,000 population is at a record high . . . and so is the circulation of the only newspaper that covers it . . .

THE WOONSOCKET CALL

Current circulation almost 20,000 . . . Rate 7¢ per line
Represented nationally by GILMAN, NICOLL & RUTHMAN

RHODE ISLAND—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- s'ds)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Warwick.....	Kent.....	28.8	49.32	4.03	.022	7.8	62.07	29.97	8,951	38.83	2.08	.017	170	10,502	15,067	45.08	2.27	.017	524	1,927	3.5
Westerly.....	Washington.....	11.2	34.47	1.57	.008	2.9	47.82	55.31	8,528	49.51	1.99	.016	473	6,010	11,158	45.50	1.68	.012	995	3,850	1.5
West Warwick..	Kent.....	18.2	31.19	2.55	.014	4.4	37.25	21.23	11,203	48.59	2.61	.021	N. A.	24,630	12,377	37.03	1.86	.014	680	2,890	1.6
Woonsocket....	Providence...	49.3	8.96	6.91	.037	13.0	23.34	23.80	29,231	8.21	6.80	.054	22,039	68,289	45,129	8.12	6.79	.049	915	3,461	6.5
TOTAL ABOVE	CITIES.....	571.8		80.15	.434	150.4			349,081		81.18	.646			541,290		81.40	.594	947	3,599	85.1
STATE TOTAL.		713.4			.542	187.7	37.39		429,996			.795			685,000			.730	932	3,543	93.0

For Rhode Island County figures, see page 72.

Before using these figures, see explanation page 9.

TRUE STORY,
edited for Wage
Earners—the fami-
lies who get 69c*
of each defense
dollar—wherever
it's spent.

Naturally—magazines sell in all areas—but True Story, because it's edited for Wage Earners, sells best where Wage Earners concentrate!

(In industrial Providence, R. I., for example—the February issue of True Story—first at its new, lower price leapt 73% over January!)

Wage Earners, with payrolls pyramiding, are ten to one as prospects against tax-cramped white collar families—those to whom all other big magazines edit.

That's why True Story offers the best dollar-for-dollar buy among all big magazines.

*Source: Department of Labor, 1941

Make Hartford and The Hartford Times
A MUST on Your 1942 Schedules!

DAILY AVERAGE NET PAID CIRCULATION

80,201

(MONTH OF FEBRUARY, 1942)

Highest in Our History!

THOUSANDS of NEW FAMILIES IN THIS AREA!
THOUSANDS of NEW TIMES READERS!

Complete Coverage of the HARTFORD MARKET
(One of America's Most Important Defense Workshops)

AT ONE LOW COST-ONLY 17¢ PER LINE!

The Hartford Times

A GANNETT NEWSPAPER

J.P. McKinney & Son, National Representatives, New York, Chicago, San Francisco

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DANBURY— Highest in Connecticut!

1941
A.B.C. Circulation
March — 10,825
June — 10,980
Sept. — 11,105
Dec. — 11,390





Danbury's per capita Retail Sales are 42% above the average of all Connecticut cities. This eminence is extraordinary when it is considered that the State of Connecticut has the highest per family Buying Income of any state in the country. Complete coverage—and the only adequate newspaper coverage—of the Danbury market is by Danbury's own paper.

THE NEWS-TIMES DANBURY, CONNECTICUT

National Representative—The Julius Mathews Special Agency New York—Boston—Chicago—Detroit

CONNECTICUT—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Ansonia.....	New Haven....	19.2	3.97	1.12	.015	5.0	34.96	24.02	10,810	3.34	.94	.020	1,801	42,890	19,749	3.54	1.01	.022	1,028	3,975	2.9
Bridgeport.....	Fairfield.....	147.1	35.16	8.61	.112	39.3	27.23	29.61	101,541	33.67	8.83	.188	83,531	223,685	187,601	36.79	9.62	.206	1,275	4,769	23.2
Bristol.....	Hartford.....	30.2	6.70	1.76	.023	7.6	41.29	32.82	16,563	5.17	1.44	.031	250	47,280	28,135	5.07	1.44	.031	933	3,688	5.5
Danbury.....	Fairfield.....	22.3	5.34	1.31	.017	6.0	37.47	30.89	23,115	7.66	2.01	.043	6,505	33,022	28,560	5.60	1.48	.031	1,278	4,766	4.7
Derby.....	New Haven....	10.3	2.12	.60	.008	2.6	35.04	24.49	7,073	2.19	.61	.013	1,860	7,014	10,077	1.81	.52	.011	980	3,889	1.5
Hartford.....	Hartford.....	166.3	36.93	9.73	.126	44.2	17.39	36.39	157,011	48.98	13.65	.290	167,030	146,930	230,399	41.52	11.79	.252	1,386	5,206	35.4
Manchester.....	Hartford.....	23.8	5.29	1.39	.018	6.4	42.20	34.49	15,625	4.87	1.36	.029	N. A.	N. A.	26,175	4.72	1.34	.028	1,100	4,103	N. A.
Meriden.....	New Haven....	39.5	8.15	2.31	.030	10.6	43.13	29.43	27,224	8.41	2.37	.050	5,336	62,682	45,058	8.08	2.31	.049	1,141	4,176	2.8

Before using these figures, see explanation page 9.

Please do not attempt to use these figures before reading the complete explanation on page 9 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

MERIDEN and WALLINGFORD, CONN.

Two Communities — A Single Live Market You Can Cover

Only With the Meriden Record

47%

GREATER
CIRCULATION
(12 mo. end. Sept. 30, '41)

56%

MORE
ADVERTISING
(12 mo. 1941)

Than the Second Paper in the Field

THAT'S THE RECORD IN MERIDEN

THE MERIDEN RECORD, MERIDEN, CONN.

Member Audit Bureau of Circulations

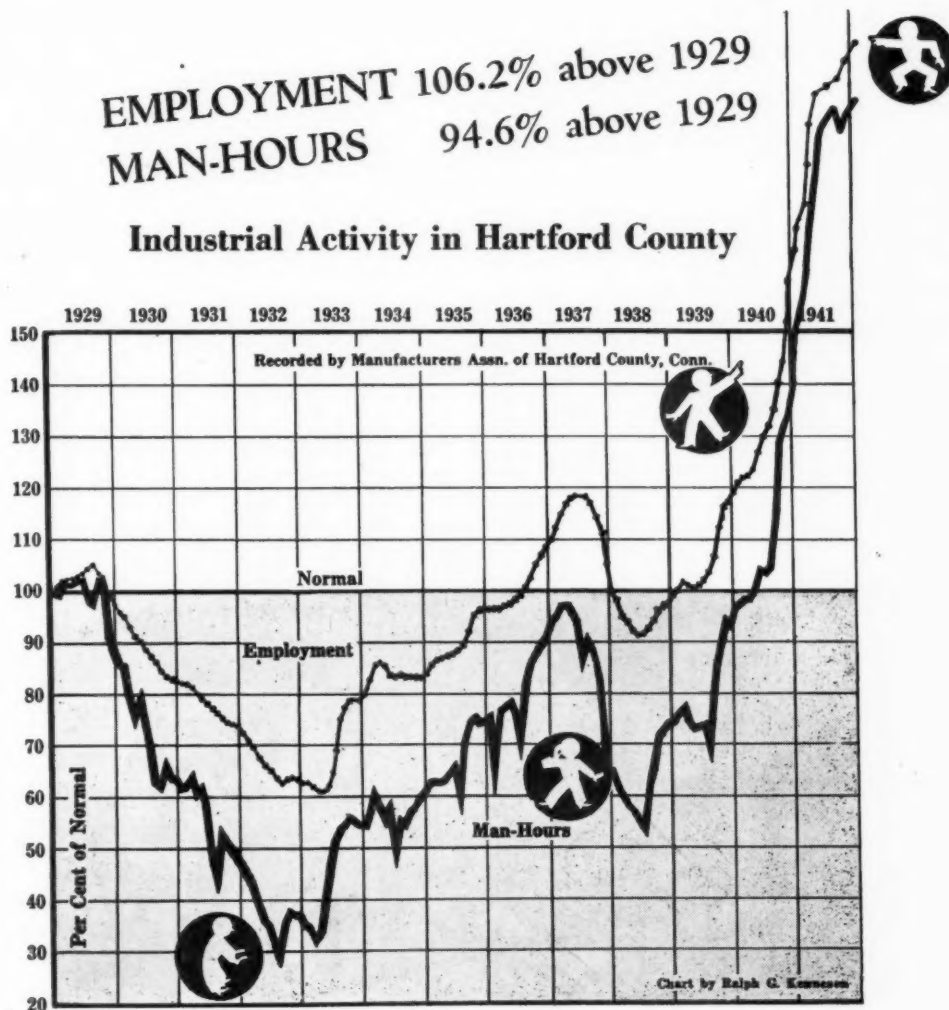
Represented by GILMAN, NICOLL & RUTHMAN, New York, Chicago, Boston, Philadelphia, Detroit, San Francisco

REPORT FROM THE TERRITORY COVERED BY

The Hartford Courant

EMPLOYMENT 106.2% above 1929
MAN-HOURS 94.6% above 1929

Industrial Activity in Hartford County



January 1, 1929 = 100 Accepted Normal

STILL ONE OF AMERICA'S BEST MARKETS

The Hartford Courant

Largest Morning Newspaper in New England outside of Boston

Largest Sunday Newspaper in Connecticut

Represented by GILMAN, NICOLL & RUTHMAN

New York, Boston, Philadelphia, Detroit, Chicago, San Francisco



EMPLOYEES	15,017	16,407	18,837	23,688
HRS.per WK. per MAN	31.7	38.9	42.1	49.5
TOTAL MAN HOURS	22,897,596	30,738,076	38,151,096	56,171,546

NEW BRITAIN HERALD

**NEW BRITAIN
CONNECTICUT**

REPRESENTED BY STORY BROOKS AND FINLEY INC.

CONNECTICUT—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Families, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Middletown....	Middlesex....	26.5	47.31	1.55	.020	5.8	43.52	31.17	16,815	51.93	1.46	.031	5,655	16,104	24,707	51.23	1.27	.027	933	4,266	2.5
Naugatuck....	New Haven....	15.4	3.18	.90	.012	4.2	44.72	27.94	7,848	2.43	.68	.014	N. A.	41,382	16,460	2.95	.84	.018	1,070	3,939	2.1
New Britain....	Hartford....	66.7	15.26	4.02	.052	17.2	29.02	29.29	42,034	13.11	3.65	.078	10,720	82,516	66,194	11.93	3.40	.073	964	3,836	10.6
New Haven....	New Haven....	160.6	33.16	9.40	.122	42.5	26.19	32.08	118,319	36.57	10.29	.219	191,062	137,140	216,658	38.87	11.11	.238	1,349	5,100	28.4
New London....	New London....	30.5	24.32	1.78	.023	8.2	32.35	36.69	29,767	38.55	2.89	.055	11,432	7,610	39,242	30.13	2.01	.043	1,288	4,810	6.0
Norwalk....	Fairfield....	39.8	9.52	2.33	.030	10.9	44.09	41.47	31,790	10.54	2.76	.059	6,688	44,450	52,445	10.29	2.69	.058	1,316	4,810	8.2
Norwich....	New London....	23.7	18.89	1.38	.018	6.4	39.59	25.66	21,956	28.44	1.91	.041	16,468	22,185	30,835	23.68	1.58	.034	1,304	4,827	3.5
Putnam....	Windham....	7.8	13.83	.45	.006	2.1	27.46	22.96	5,832	17.68	.51	.010	880	N. A.	7,832	15.40	.40	.009	1,007	3,793	1.2

Before using these figures, see explanation page 9.

PROVEN PULLING POWER

of The New Haven Register

83^c

out of every dollar is spent by
Register Reading Families
in "Register City"—

"Register City"—The New Haven Trading Area
Population 374,615—Families 99,619
Register Circulation: Now 75,236
Coverage: City 91%—Total 74%

TEST YOUR
PRODUCT
HERE



Remind yourself continually—

— that Fairfield County has larger Retail Sales than eleven of the states of the Union, and not all western desert states either. ¶¶¶ Stamford is the marketing centre for Greenwich, Darien, New Canaan, Noroton, and other wealthy towns and cities in the southwestern part of this wealthy county. ¶¶¶ Stamford has a new ABC Trading Zone rating of over 112,000 population. ¶¶¶ Retail Sales for Stamford alone exceeded \$40,000,000 in 1941. ¶¶¶ The compact Stamford market is one of the richest in the country in per capita Retail Sales and Effective Buying Income.

**STAMFORD
ADVOCATE**

**Stamford,
CONNECTICUT**

National Representative—The Julius Mathews Special Agency New York — Boston — Chicago — Detroit

CONNECTICUT—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Family dol- lars	Thous- ands of \$1500 Pre- ferred families
Stamford.....	Fairfield.....	47.9	11.46	2.80	.038	12.2	29.37	42.90	40,502	13.43	3.52	.075	27,318	38,455	60,377	11.84	3.10	.066	1,270	4,930	11.6
Torrington.....	Litchfield.....	27.0	31.01	1.58	.020	7.0	43.78	27.83	16,204	32.53	1.41	.030	4,815	41,836	26,103	33.01	1.34	.029	967	3,710	4.3
Wallingford.....	New Haven.....	11.4	2.36	.67	.009	3.1	44.73	31.95	6,960	2.15	.61	.013	N. A.	17,486	12,577	2.28	.64	.013	1,101	4,030	2.0
Waterbury.....	New Haven.....	99.3	20.51	5.81	.076	25.4	31.28	30.15	64,510	19.94	5.61	.119	35,233	164,960	126,342	22.67	6.48	.139	1,272	4,977	15.8
Willimantic.....	Windham.....	12.1	21.52	.70	.009	3.3	31.90	23.86	11,695	35.46	1.02	.021	4,165	6,410	14,815	29.13	.76	.016	1,224	4,530	1.7
TOTAL ABOVE CITIES.....		1,029.4		60.20	.782	270.2			773,194		67.23	1.429			1270,341		65.13	1.393	1,234	4,701	173.9
STATE TOTAL.....		1,709.2			1.298	448.7	40.48		1,150,008			2.126			1,949,974			2.140	1,141	4,346	275.7

For Connecticut County figures, see page 74.

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4;
one to advertisers, on page 270.

**Thousands of "Swing Shift" Defense Workers
say "THANKS" for the**

VICTORY PROGRAM

12 MIDNIGHT to 3 A.M.

The only station in this rich area operating at this time. The Victory Program is directed at the thousands of highly paid defense workers who have just finished their "Swing Shift."

WTHT

BROADCASTING DIVISION OF THE HARTFORD TIMES

Daytime rates in effect. For further information write to WTHT, Hartford, Conn., or to J. P. McKinney & Sons, National Representatives, 30 Rockefeller Plaza, New York City.

YOUR *First* MARKET

CONNECTICUT TOPS the 8 States, with a family income of \$4,393, which is \$1,602 more than the U. S. average. And the richest part* of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Act now—write Wm. Malo, Commercial Manager for availabilities.

CONNECTICUT
\$4,393 PER FAMILY

SECOND STATE
\$3,737 PER FAMILY

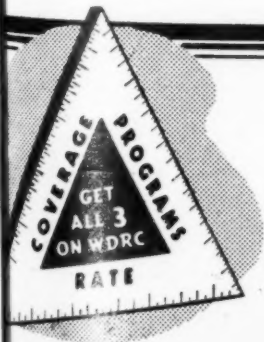
U. S. AVERAGE
\$2,791 PER FAMILY



* Hartford alone has an Effective Buying Income of \$5,206 per family.

Figures given are estimates by Sales Management for year of 1941.

Present figures are even more favorable to Connecticut.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

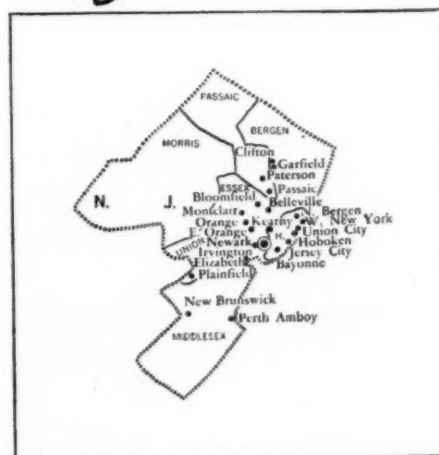
**BASIC CBS
HARTFORD**

TRADING AREAS of MIDDLE ATLANTIC STATES



- Largest Trading Areas
- Other Important Trading Centers

PICTOGRAPH BY
Sales Management





**AUDIENCE ACCEPTANCE
THAN ITS NEAREST COMPETITOR!**

that's...

WBEN

**THE N B C RED
Station in Buffalo**

5000 WATTS
Day and Night

930 Kilocycles
in center of dial

* HOOPER STATION LISTENING INDEX, 8 a.m. to 10:30 p.m., December 1941 and January 1942

Represented by **EDWARD PETRY & CO., Inc.**

"The Preference of the Audience is the choice of the Advertiser"

APRIL 10, 1942

[93]

Business is better everywhere... Still better in normally better-than-average markets...

BINGHAMTON

Binghamton and neighboring Endicott and Johnson City, we are proud to say, constitutes a 3-in-1 market.

This market presents a boomtime increase in favorable marketing factors . . . 1—payrolls, 2—buying income, 3—retail sales—up, up, up . . .

4,800 more preferred families than last year, family income almost \$600 ahead, reaching a total of \$3,327—(The national family income average is \$2,614.)

That's better than better-than-average . . . for Binghamton normally is well above average, leading all N. Y. State cities in employment and payroll stability, according to the State Dept. of Labor re-

ports. It has defense projects aplenty, but in no sense depends on them . . . is a better-than-average advertising investment at all times.

Here are a few facts about this boomtime and always high-test market. City zone population, 120,486. Retail trading zone, 219,691. Complete coverage assured with Binghamton Press' 43,482 circulation at low cost of .14 per line.

BROOME COUNTY	1940	1941
RETAIL SALES	\$67,454,000	\$78,194,000
NEW CAR SALES	4,487	6,054
EFFECTIVE BUYING INCOME	\$119,673,000	\$145,221,000
INCOME PER FAMILY	\$2,742	\$3,327
PREFERRED FAMILIES	22,300	27,100




THE BINGHAMTON PRESS

Represented by — The John Budd Company
New York — Chicago — Atlanta — Dallas — San Francisco — Los Angeles — Seattle

Middle Atlantic States—County Data

NEW YORK—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes †	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %
Albany (Albany).....	17	221.3	.168	417	62.8	61.9	2.18	129,346	.238	8,802	126	93	247,520	.272	3,940	3,972	32.0	.252	150
Allegany.....	27	39.7	.030	38	11.2	11.1	3.02	12,081	.022	1,366	109	48	23,895	.026	2,135	2,146	4.7	.025	83
Bronx (New York City).....	23	1,394.7	1.069	34,017	378.9	375.1	.02	403,035	.742	18,590	118	53	820,626	.900	2,166	2,178	265.2	.792	75
Broome (Binghamton).....	19	165.8	.126	233	43.6	43.4	2.85	78,194	.144	6,054	135	70	145,221	.159	3,327	3,338	27.1	.152	121
Cattaraugus.....	27	72.7	.055	54	19.9	19.5	4.12	30,661	.056	2,307	116	52	58,206	.064	2,919	2,954	10.1	.060	109
Cayuga.....	21	65.5	.050	94	18.1	18.0	3.36	26,532	.049	1,937	117	52	55,749	.061	3,084	3,094	8.1	.055	110
Chautauqua.....	27	123.6	.094	114	35.9	35.8	5.57	49,978	.092	4,615	138	49	105,681	.116	2,940	2,945	17.8	.106	113
Chemung.....	20	73.7	.056	179	20.5	20.3	1.51	36,425	.067	3,094	137	62	67,636	.074	3,306	3,324	12.9	.071	127
Chenango.....	19	36.5	.028	40	10.3	10.3	3.37	15,932	.029	1,181	115	44	30,779	.034	2,989	2,989	4.7	.031	111
Clinton.....	17	54.0	.041	51	12.0	12.0	2.75	17,524	.032	1,350	118	30	33,583	.037	2,797	2,797	5.1	.035	85
Columbia.....	17	41.5	.031	65	11.8	11.4	2.15	15,811	.029	1,394	131	50	32,523	.036	2,767	2,810	5.1	.033	108
Cortland.....	21	33.7	.026	67	9.7	9.7	1.79	16,500	.030	1,098	109	55	31,401	.035	3,250	3,250	4.6	.032	123
Delaware.....	19	41.0	.031	28	11.4	11.3	3.74	17,541	.032	1,401	111	37	33,391	.037	2,912	2,932	4.2	.035	113
Dutchess.....	23	120.5	.092	148	28.2	27.4	1.96	60,420	.111	4,333	118	69	107,547	.118	3,809	3,876	15.0	.114	124
Erie (Buffalo).....	27	798.4	.606	758	208.8	204.0	6.17	360,411	.664	36,904	134	91	661,702	.726	3,169	3,210	113.2	.717	118
Essex.....	17	34.2	.026	19	8.6	8.6	1.60	13,200	.024	1,200	115	35	24,652	.027	2,859	2,859	3.5	.026	100
Franklin.....	22	44.3	.034	26	11.2	10.9	2.76	17,435	.032	1,313	118	40	36,250	.040	3,241	3,293	5.2	.036	106
Fulton.....	17	48.6	.037	98	14.6	14.5	1.32	21,340	.039	1,654	137	58	39,117	.043	2,671	2,683	6.2	.041	111
Genesee.....	27	44.5	.034	89	11.8	11.7	2.49	17,900	.033	1,824	129	49	33,888	.037	2,865	2,880	6.7	.036	108
Greene.....	17	27.9	.021	43	8.2	8.1	1.65	10,692	.020	885	104	43	20,363	.022	2,486	2,504	3.0	.021	100

†Not available.

Before using these figures, see explanation page 9.

Something has been added+++ +++ \$1,000,000,000 by Uncle Sam!

- Incomes in Erie County increased in 1941 by 23.2%
- Factory Employment is up 35.5%
- Factory Payrolls are up 56.2%

★ We have available a tremendous amount of information about Western N. Y. and especially about retail sales in Buffalo. ★

May We be of Service . . .

Buffalo Courier-Express

Represented Nationally by
LORENZEN & THOMPSON, INC.

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thou- sands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thou- sands)	White Fami- lies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes †	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Hamilton	18	4.2	.003	2	1.2	1.2	.25	1,578	.003	185	103	36	2,933	.003	2,477	2,477	.5	.003	100
Herkimer	18	59.5	.045	41	16.4	16.4	2.32	21,586	.040	2,002	124	52	43,454	.048	2,650	2,650	7.2	.045	100
Jefferson	22	84.0	.064	65	23.2	23.1	4.20	37,168	.069	3,077	148	48	69,330	.076	2,994	3,000	12.6	.073	114

†Not available.

Before using these figures, see explanation page 9.

EFFECTIVE **PROVED** WAYS
To Reach A Richer Market

WOKO

CBS

THE RADIO CENTRE STATIONS

Serving

ALBANY - TROY - SCHENECTADY

WABY

MUTUAL

National Representatives: J. P. McKinney & Son

PREMIUM

IN ITS 37th YEAR

Practice

ADVERTISING SPECIALTIES

PREMIUMS • PRIZES

FIVE HUNDRED MILLION DOLLARS

The use of merchandise as a medium of sales promotion has reached gigantic proportions. As an advertising expenditure its dollar purchase volume now exceeds that reflected in any other medium classification with the exception of newspapers.




Though the volume of available consumer merchandise of all kinds may decline due to war effort, the use of the premium form of merchandise distribution may well increase in view of its outstanding economy, its morale-lifting attributes and the fact that it is the one form of sales promotion where a large measure of its expense is of such tangible benefit to the consumer.

In the remarkable development of this field PREMIUM PRACTICE Magazine has played the major journalistic role for four decades. It is the acknowledged authority. In the days immediately ahead it will champion the use of the premium form of merchandising as a distinct contribution to War Economy. We invite all those concerns who would pursue this method to get on our list of readers without fail, and to all those concerns who can supply this market with suitable merchandise we offer through our advertising pages the most direct, effective and economical method available for placing same.

PREMIUM PRACTICE 420 Lexington Avenue, New York, N. Y.

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

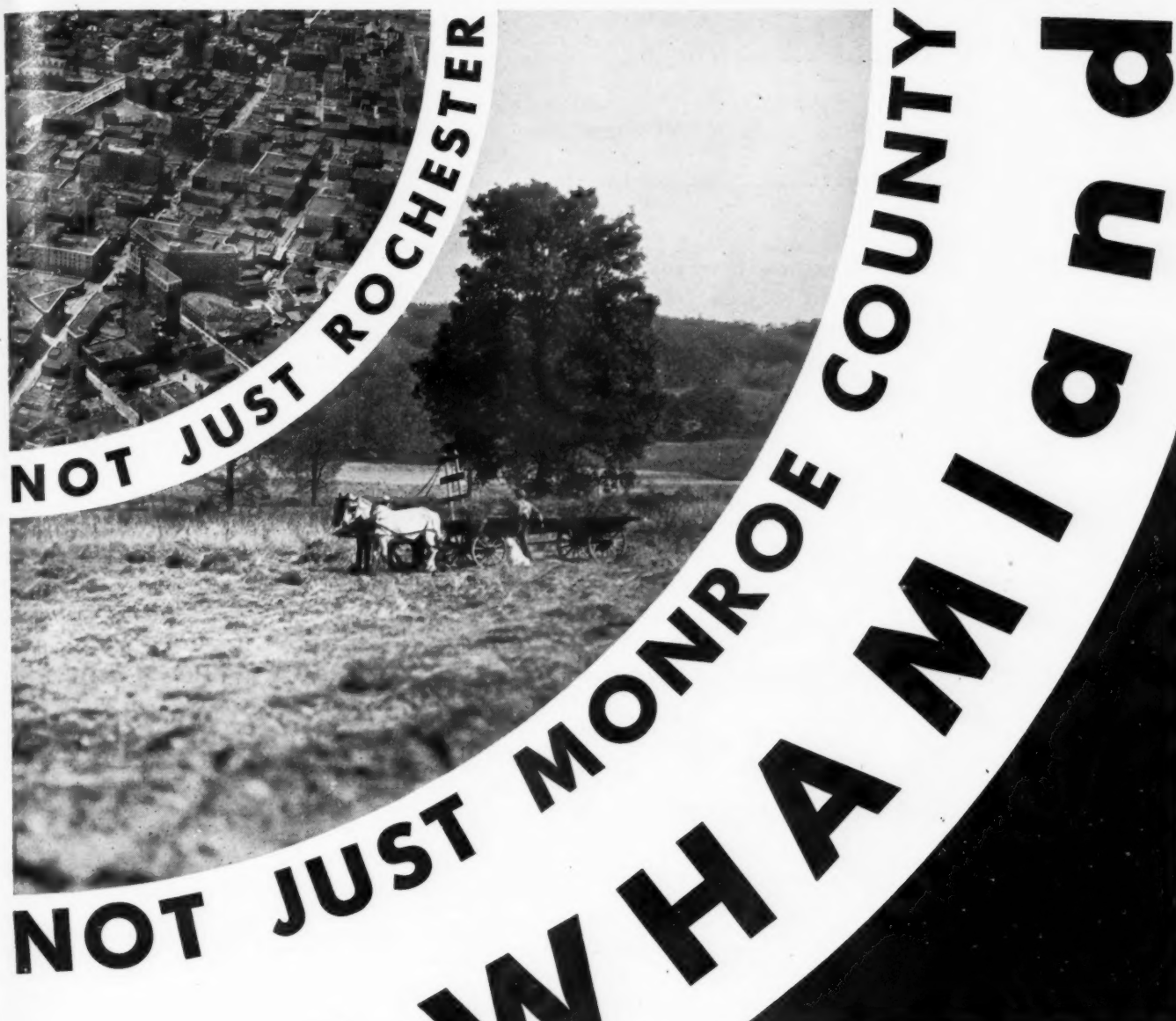
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes †	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Kings (New York City).....	23	2,898.3	2,049	38,004	711.7	691.0	.04	885,618	1.631	36,046	115	69	2,005,055	2.200	2,817	2,864	505.7	1.839	90
Lewis.....	22	22.6	.017	18	5.9	5.8	2.13	6,232	.011	686	126	29	13,081	.014	2,202	2,219	2.2	.013	78
Livingston.....	26	38.5	.029	60	9.5	9.4	2.15	12,437	.023	1,273	108	44	25,446	.028	2,667	2,683	4.2	.026	90
Madison.....	21	39.6	.030	60	11.4	11.4	2.75	16,520	.030	1,489	111	50	30,947	.034	2,723	2,723	4.9	.033	110
Monroe (Rochester).....	26	438.2	.333	651	121.3	120.4	4.13	230,360	.424	19,918	122	100	420,035	.461	3,463	3,477	79.9	.448	135
Montgomery.....	17	59.1	.045	145	16.5	16.5	1.81	24,139	.045	1,973	127	57	44,944	.049	2,726	2,726	7.0	.047	104
Nassau.....	23	406.7	.309	1,356	106.2	105.7	.64	215,495	.397	22,375	131	100	417,311	.458	3,857	3,908	98.5	.442	143

†Not available.

Before using these figures, see explanation page 9

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NOT JUST ROCHESTER NOT JUST MONROE COUNTY BUT WHAMland

WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey

gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

	Rochester Alone	Monroe Co. Alone	WHAM Area
*Effective Buying Income (in thousands)	316,658	420,035	All this plus 42 other counties
*Effective Buying Income (per family)	4,024	3,463	"
*No. of \$1500 Preferred Families	45,600	79,900	"
*Buying Power Index		135	"

*Sales Management's 1942 Survey of Buying Power

National Reps.: George P. Hollingbery Co.

W H A M

50,000 WATTS . . . CLEAR CHANNEL . . .
FULL TIME . . . NBC BLUE AND RED NETWORKS

"The Stromberg-Carlson Station"

APRIL 10, 1942

[97]

Match a **BETTER** Market
with The **BEST** Medium...

Sales Management shows you how much better Syracuse is. Here's the proof on WFBL:

1. FULL basic Columbia programs — a greater continuous listening audience
2. FAVORITE of listeners — Air-tight survey proof of audience leadership in 25 quarter hours morning, noon and night Ask to see them
3. FAVORITE among advertisers—Consistently leading in net-work, national spot and local advertising



SYRACUSE
with
WFBL

WRITE for
full details

5000 watts
day and night




WFBL

SYRACUSE, N. Y.

National Representatives. FREE & PETERS, INC.

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes †	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
New York (5 Counties).....	7,455.0	5.662	24,933	2051.4	1956.5	.29	3,694,440	6.804	126,557	121	111	7,590,963	8.330	3,700	3,800	1470.4	7.191	127
New York (New York City).... 23	1,889.9	1.435	85,906	545.9	482.0	1,840,434	3.389	33,417	118	236	3,621,431	3.974	6,634	7,104	397.4	3.423	239
Niagara (Niagara Falls)..... 27	160.1	.122	300	42.1	41.5	3.87	74,200	.137	7,319	140	81	136,926	.150	3,253	3,279	24.5	.147	120
Oneida (Utica)..... 18	203.6	.155	168	52.9	52.6	4.71	85,805	.158	7,215	132	84	158,091	.174	2,987	2,997	23.7	.167	108
Onondaga (Syracuse)..... 21	295.1	.224	373	80.5	79.8	4.49	147,797	.272	12,017	128	77	270,257	.297	3,357	3,375	50.2	.286	128

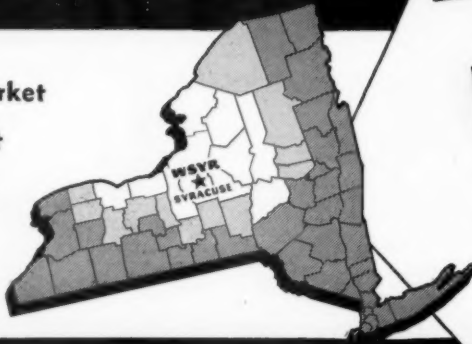
†Not available.

Before using these figures, see explanation page 9.

Central New York...

1. A Great Industrial Market
2. A Great Urban Market
3. A Great Farm Market

CAN ALL BE YOUR
MARKET OVER WSYR



WSYR
SYRACUSE

The Only BASIC NBC RED Station
Covering Central New York

"The Perfect Combination"...5000 Watts at 570 Kc.

REPRESENTED
BY RAYMER

WHAT'S

TICKIN',

CHICKEN

That, brother, is jive. It means, "what's going on? what's new? what's the news?"

It's the eternal and the universal question, whatever language you speak. It's the question women are asking today more than ever . . . women with husbands, sons, sweethearts, brothers gone to the wars.

It's what makes The New York Times such a good investment these days for advertisers with something to tell to women.

Because women are paying more attention than ever to The Times . . . the smart, modern, active women who know that an uninformed mind is as conspicuous these days as an unpowdered nose.

Women like the intelligent, interesting, authoritative way The Times keeps them informed . . . about the world . . . and about such purely feminine matters as fashions, food, children, the home, their own beauty.

The women who read The New York Times every day make up one of the biggest audiences of women reached by any newspaper . . . an audience advertisers find so attractive they use The Times more than any other medium in this most attractive of all markets.

So get hep, brother. Get on the telephone now and ask us all about it.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"



TROY... ALBANY... SCHENECTADY...

The Tri-City Market

It's a rich market—a booming market—a buying market. For proof, look at the new SM figures.

And when it comes to selling this great three-in-one combination, take a look at the station that can prove

MORE COVERAGE PER DOLLAR

WTRY
TROY
1000 Watts Full Time
980 Kc.

The Only Basic NBC Blue Station in the Tri-City Area REPRESENTED BY RAYMER

NEW YORK—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fam- ilies Est'd (in thous- ands)	White Fam- ilies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes †	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Ontario.....26	55.3	.042	85	14.9	14.9	3.09	21,851	.040	1,787	113	54	46,256	.051	3,111	3,111	7.5	.046	110
Orange.....23	140.1	.108	189	37.2	36.3	3.51	71,062	.131	5,560	111	71	128,997	.142	3,466	3,513	18.9	.137	129
Orleans.....26	27.8	.021	70	8.0	8.0	2.16	8,872	.016	786	114	37	19,816	.022	2,491	2,491	3.4	.019	90
Oswego.....21	71.3	.054	74	19.5	19.5	4.43	23,812	.044	2,045	111	44	50,023	.055	2,562	2,562	8.5	.050	93
Otsego.....19	46.1	.035	46	13.5	13.5	3.75	20,498	.038	1,476	113	48	38,885	.043	2,879	2,879	6.6	.040	114
Putnam.....23	16.6	.013	70	4.4	4.4	.35	9,620	.018	1,290	115	65	18,540	.020	4,185	4,185	2.5	.020	154
Queens (New York City).....23	1,297.6	.988	12,015	371.7	365.8	.13	505,465	.931	34,765	133	82	1,016,523	1.115	2,735	2,760	270.7	1.014	103
Rensselaer (Troy).....17	121.8	.093	183	33.6	33.5	2.67	52,148	.096	3,753	118	67	103,650	.114	3,086	3,092	14.2	.104	112
Richmond (New York City).....23	174.4	.132	3,060	43.2	42.6	.10	59,888	.110	3,739	126	69	127,328	.140	2,949	2,972	31.4	.123	93
Rockland.....23	74.3	.056	417	16.6	16.0	.35	28,010	.052	2,624	119	68	54,324	.060	3,280	3,348	10.3	.057	102
St. Lawrence.....22	91.1	.069	33	22.9	22.9	6.24	31,266	.058	2,598	113	40	65,245	.072	2,846	2,846	8.7	.065	94
Saratoga.....17	65.6	.050	81	18.2	18.0	2.59	23,263	.043	2,203	126	59	50,178	.055	2,753	2,772	7.8	.050	100
Schenectady (Schenectady).....17	122.5	.093	586	34.8	34.6	.94	61,230	.113	6,497	156	90	116,963	.128	3,359	3,371	19.1	.125	134
Schoharie.....17	20.8	.016	33	6.2	6.2	2.45	7,146	.013	561	110	29	14,638	.016	2,380	2,380	2.1	.015	94
Schuyler.....20	13.0	.010	39	3.8	3.8	1.13	3,870	.007	394	127	34	8,259	.009	2,197	2,197	1.3	.008	80
Seneca.....21	25.7	.020	78	6.1	6.1	1.41	6,281	.012	777	113	46	13,613	.015	2,248	2,248	2.3	.014	70
Steuben.....26	84.9	.064	60	23.1	23.0	4.51	31,054	.057	2,617	120	50	64,768	.071	2,808	2,814	11.5	.065	102
Suffolk.....23	197.4	.150	214	47.4	46.0	2.34	105,437	.194	8,356	126	72	209,033	.229	4,407	4,465	32.3	.212	141
Sullivan.....23	37.9	.029	38	10.8	10.7	2.78	21,047	.039	1,674	107	40	39,715	.044	3,677	3,698	5.5	.042	145
Tioga.....19	27.1	.021	52	7.9	7.9	2.13	9,128	.017	788	121	33	18,388	.020	2,339	2,339	3.0	.019	90
Tompkins.....21	42.3	.032	86	12.2	12.0	1.97	20,512	.038	1,697	122	86	38,728	.043	3,166	3,199	8.0	.041	128
Ulster.....23	87.0	.066	76	24.7	24.3	3.29	36,550	.067	2,855	106	49	68,045	.075	2,758	2,780	11.2	.071	108
Warren.....17	36.0	.027	41	10.4	10.4	1.10	22,131	.041	1,263	113	69	42,495	.047	4,080	4,080	5.2	.043	159
Washington.....17	46.7	.035	56	12.4	12.4	2.93	12,307	.023	1,102	108	41	25,863	.028	2,092	2,092	5.1	.026	74
Wayne.....26	52.7	.040	87	15.0	15.0	4.33	20,704	.038	1,787	116	42	38,730	.043	2,575	2,575	6.6	.041	103
Westchester (Mt. Vernon, New Rochelle-Yonkers).....23	573.6	.436	1,319	147.5	142.0	.52	321,685	.593	27,743	119	113	580,230	.637	3,934	4,017	133.1	.622	143
Wyoming.....27	31.4	.024	53	8.2	8.2	2.62	9,731	.018	898	113	32	20,760	.023	2,523	2,523	3.8	.021	88
Yates.....26	16.4	.012	48	5.0	5.0	1.55	5,113	.009	507	123	37	11,031	.012	2,225	2,225	2.1	.011	92
STATE TOTAL.....	13,479.1	10.237	281	3663.4	3544.8	153.24	6,500,008	11.970	372,416	124	96	12,899,997	14.159	3,521	3,587	2415.6	12.763	125

For New York City figures, see page 108.

†Not available.

Before using these figures, see explanation page 9.



KROW

The Showmanship
Station

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives



**New York's Favorite
Stopping Place—
1130 ON THE DIAL
WNEW!**

**Now—Twice the
Power Moves Your
Goods Twice as Fast—
At Least Cost!**

SCOOP!!!
FIVE FULL MINUTES OF NEWS—EVERY HOUR
ON THE HALF-HOUR—24 HOURS A DAY—
7 DAYS A WEEK—NOW PRESENTED
EXCLUSIVELY BY THE
N. Y. DAILY NEWS
OVER WNEW!

*Write and ask for survey
showing why WNEW
is your best bet in
America's best market.*

WNEW NEW YORK

1130 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)

APRIL 10, 1942

[101]

ELIZABETH MARKET

Retail Sales '41	\$117,522,000	
" " '40	\$ 88,081,000	
An increase of	\$ 29,441,000	Up 33%
Effective Buying Income '41	\$190,426,000	
Effective Buying Income '40	\$141,827,000	
An increase of	\$ 48,599,000	Up 34%
UNION COUNTY		
Retail Sales '41	\$170,530,000	
" " '40	\$133,958,000	
An increase of	\$ 37,572,000	Up 28%
Effective Buying Income '41	\$312,232,000	
Effective Buying Income '40	\$232,547,000	
An increase of	\$ 79,685,000	Up 38%
New Car Sales '41	14,283	
" " '40	10,379	
An increase of	3,904	Up 38%

Ward-Griffith Company, Inc., National Representatives

Figures Don't Lie...

Elizabeth

One of Jersey's Choice Markets

FIRST IN STATE — Income Tax Returns per 1,000

SECOND IN STATE — New Car Sales for '41

THIRD IN STATE — Number of Preferred Families

Step up your sales in this fast growing market by stepping up your advertising in ELIZABETH'S Only Daily Newspaper.

Elizabeth Daily Journal

ELIZABETH, N. J.

NEW JERSEY—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thous- ands of \$1,500 Pre- ferred Families	National Buying Power, %	Buy- ing Pow- er In- dex
Atlantic (Atlantic City).....	37	124.1	.094	216	34.6	29.5	1.62	35.72	.148	3,582	136	93	134,897	.148	3,894	4,254	24.3	.142	151
Bergen.....	23A	409.7	.311	1,758	110.4	108.3	.78	51.91	.332	17,935	132	109	340,195	.373	3,080	3,114	83.0	.362	116
Burlington.....	37	97.0	.074	119	24.8	23.2	1.85	51.19	.067	4,104	136	54	66,613	.073	2,688	2,786	14.0	.073	99
Camden (Camden).....	37	255.7	.194	1,157	67.5	63.0	.76	47.48	.219	9,646	133	71	195,249	.214	2,893	3,006	41.2	.218	112
Cape May.....	37	28.9	.022	108	8.6	7.9	.42	59.19	.043	1,233	134	62	37,498	.041	4,344	4,566	5.9	.041	186
Cumberland.....	37	73.2	.056	146	19.8	18.5	2.75	55.24	.071	2,725	136	37	62,447	.069	3,147	3,273	9.1	.069	123
Essex (East Orange-Irvington-Newark).....	23A	837.3	.636	6,542	221.7	204.2	.21	30.33	.991	33,647	133	115	965,757	1.060	4,357	4,559	160.4	1.007	158
Gloucester.....	37	72.2	.055	220	19.4	17.8	1.77	54.58	.044	3,235	127	56	45,190	.050	2,326	2,443	N. A.	.050	91
Hudson (Bayonne-Jersey City-Union City-Hoboken).....	23A	852.0	.495	14,490	173.4	169.1	.08	20.32	.537	13,846	128	91	560,606	.615	3,232	3,279	121.5	.556	112
Hunterdon.....	23	36.8	.028	85	10.3	10.2	2.43	59.38	.029	1,462	133	53	29,342	.032	2,844	2,857	5.0	.031	111
Mercer (Trenton).....	23	197.3	.150	865	48.5	45.7	1.14	44.56	.198	7,380	125	88	175,046	.192	3,609	3,731	25.7	.193	129
Middlesex.....	23A	217.1	.165	696	54.1	52.7	1.16	45.59	.198	8,039	137	73	180,134	.198	3,332	3,379	38.0	.198	120
Monmouth.....	23	161.2	.122	338	43.8	40.2	2.56	52.16	.182	7,583	136	90	180,554	.176	3,670	3,848	29.5	.179	147
Morris.....	23A	125.7	.096	269	31.8	31.1	1.18	53.29	.112	5,856	135	94	113,268	.124	3,567	3,611	19.1	.121	126
Ocean.....	23	37.7	.029	59	10.9	10.6	.88	64.89	.049	1,781	133	47	43,819	.046	4,012	4,086	7.4	.048	166
Passaic (Passaic-Paterson).....	23A	309.4	.235	1,595	83.9	82.1	.38	32.47	.368	9,991	131	78	320,252	.352	3,818	3,863	53.3	.348	148
Salem.....	37	42.3	.032	121	11.5	10.2	1.55	44.92	.036	2,031	122	43	31,284	.034	2,730	2,914	4.7	.036	113
Somerset.....	23	74.4	.056	242	18.4	18.0	1.32	54.46	.058	3,155	142	79	57,860	.064	3,144	3,182	12.0	.063	113
Sussex.....	23	29.6	.023	56	8.1	8.0	1.27	54.39	.031	1,305	130	58	28,451	.031	3,521	3,529	3.9	.031	135
Union (Elizabeth).....	23A	328.4	.249	3,188	84.9	80.4	.21	44.18	.315	14,283	138	116	312,232	.343	3,679	3,791	60.2	.332	133
Warren.....	23	50.2	.038	139	13.9	13.8	1.52	48.93	.039	1,745	134	52	39,312	.043	2,830	2,841	7.2	.041	108
STATE TOTAL.....		4,160.2	3.160	553	1100.3	1044.5	25.84	39.43	4.067	154,564	133	93	3,900,008	4.280	3,545	3,649	725.4	4.139	131

For New Jersey City figures, see page 113.

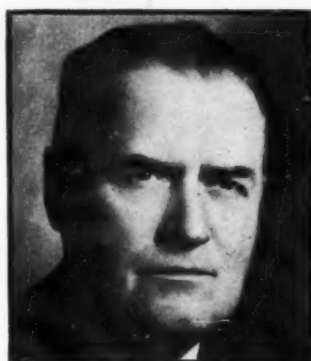
Before using these figures, see explanation page 9.

LOOK BEFORE YOU LEAP!

If any of the figures on these pages seem incomprehensible or confusing, you must have skipped the introductory explanation beginning on page 9. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

To chart 1942
buying power
you need

ANOTHER COMPASS



★ Sturges Dorrance
CHAIRMAN OF THE BOARD
BROOKE, SMITH, FRENCH & DORRANCE, Inc.

"WHEN you're plotting a sales operation in Metropolitan New York, don't ring the city with your trading area radius and figure that you can cover the area from the center. For within the circle, though only ten miles away, lies another great market—Newark, Essex County, New Jersey—11th ranking retail market in the country.

"You simply must consider North Jersey, centering on Newark, as a market by itself. And a cream market, too. Its population is dense, of above average means, and is largely dependent upon its own local industries and businesses. In it are located some of the nation's topnotch retail stores. So, both the potentials and the facilities for covering the territory economically are there."

In the Newark ABC City Zone (Essex County and seven adjacent communities) things are happening too fast for the statisticians . . . more than 2000 established factories are roaring with war orders, new workers . . . this includes such great plants as Federal Shipyards, RCA, Crucible Steel, Westinghouse, General Electric, Edison, Worthington, Hyatt . . . one can scarcely walk a block through the industrial areas of this market without passing from two to a dozen shops engaged in turning out some vital defense materials . . . and developing new highs in consumer buying power.

The Newark Evening News has also reached new peaks in coverage of this market . . . more than 200,000 net paid circulation as the 1942 Survey of Buying Power goes to press.

NEWARK EVENING NEWS

NEWARK

NEW JERSEY

O'MARA & ORMSBEE, INC.

General Advertising Representatives

New York • Chicago • San Francisco • Los Angeles

When you buy WCAE you get...

TIME *PLUS*

A COMPLETE, PRACTICAL
MERCHANDISING SERVICE



RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.



STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

Represented by
The KATZ Agency
New York • Chicago • Detroit
Atlanta • Kansas City
Dallas • San Francisco




For Results
WCAE
PITTSBURGH

5000 WATTS • 1250 K.C.

MUTUAL
BROADCASTING SYSTEM

PENNSYLVANIA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Adams.....	35	39.4	.030	75	10.2	10.1	3.07	58.48	10,793	.020	1,050	125	22	17,151	.019	1,882	1,688	3.8	.020	67
Allegheny (McKpt.-Pgh.).....	30	1,411.5	1.072	1,934	361.0	338.5	3.00	38.24	743,474	1.374	56,408	129	100	1,301,613	1.428	3,606	3,736	197.9	1.399	131
Armstrong.....	30	81.1	.062	123	20.1	19.8	3.05	50.01	24,102	.045	2,611	128	39	44,368	.049	2,208	2,224	8.3	.049	79
Beaver.....	30	158.8	.119	356	38.8	37.2	2.05	48.66	60,451	.112	5,794	134	67	110,086	.121	2,835	2,905	23.9	.119	100
Bedford.....	34	40.8	.031	40	10.2	10.1	2.99	57.71	11,307	.021	1,017	95	15	18,744	.021	1,840	1,847	N. A.	.021	68
Berks (Reading).....	37	241.9	.184	280	63.7	63.0	5.54	50.28	116,502	.215	7,233	121	59	208,704	.229	3,277	3,296	33.5	.218	118
Blair (Altoona).....	34	140.4	.107	265	36.3	35.9	1.93	46.89	61,550	.114	4,280	125	45	98,283	.108	2,709	2,724	19.8	.110	103
Bradford.....	20	50.6	.038	44	13.9	13.9	4.27	63.08	18,381	.034	1,133	101	34	32,767	.036	2,351	2,355	5.6	.034	89
Bucks.....	37	107.7	.081	175	28.1	27.7	4.30	60.47	38,042	.070	4,208	125	50	67,787	.074	2,411	2,432	17.0	.075	93
Butler.....	30	87.6	.067	110	22.2	22.1	4.53	55.84	35,175	.065	3,494	141	44	58,158	.064	2,617	2,623	12.1	.066	99
Cambria (Johnstown).....	29	213.5	.162	307	48.5	47.9	2.72	43.59	85,005	.157	6,289	125	44	136,188	.149	2,807	2,827	25.2	.152	94
Cameron.....	30	6.9	.005	17	1.9	1.9	.16	49.15	2,873	.005	292	128	64	4,681	.005	2,501	2,511	.7	.005	100
Carbon.....	37	61.7	.047	152	14.8	14.8	.67	50.74	17,150	.032	1,518	116	53	31,655	.035	2,142	2,142	5.9	.034	72
Centre.....	35	52.6	.040	47	13.3	13.2	1.98	52.39	21,430	.040	1,787	128	46	34,670	.038	2,612	2,617	5.1	.039	98
Chester.....	37	135.6	.103	179	33.1	30.2	4.29	48.22	59,742	.110	4,948	120	56	96,422	.106	2,918	2,065	16.3	.109	106
Clarion.....	30	38.4	.029	64	9.7	9.7	2.20	61.09	12,350	.023	1,308	130	28	20,856	.023	2,143	2,145	3.5	.024	83
Clearfield.....	30	92.1	.070	81	22.7	22.6	3.53	56.23	27,294	.050	2,131	129	23	50,561	.056	2,232	2,237	7.6	.053	76
Clinton.....	36	34.6	.026	38	8.9	8.9	.76	49.21	12,707	.023	994	121	41	20,359	.022	2,287	2,290	4.3	.023	86
Columbia.....	25	51.4	.039	106	13.6	13.5	2.10	55.27	17,003	.032	1,457	129	31	27,977	.031	2,062	2,065	5.7	.032	82
Crawford.....	28	71.6	.054	71	20.0	19.7	5.60	59.53	31,135	.058	2,947	123	63	51,252	.056	2,567	2,584	11.9	.058	107
Cumberland.....	35	74.8	.057	135	20.4	20.1	2.81	49.98	29,204	.054	2,838	130	51	47,174	.052	2,310	2,334	9.2	.054	95
Dauphin (Harrisburg).....	35	177.4	.135	341	46.6	43.9	2.10	44.81	95,156	.176	7,575	136	71	157,676	.173	3,386	3,498	25.7	.175	130

Before using these figures, see explanation page 9.

PITTSBURGH

A Unique
MORNING
NEWSPAPER
Market



Because NO OTHER METROPOLITAN MARKET
HAS SO GREAT A PROPORTION OF ITS RETAIL
SALES OUTSIDE THE A. B. C. CITY

*A. B. C. Cities of 1,000,000 population

Unlike other big metropolitan cities, the largest proportion of Pittsburgh's Retail Sales volume comes from it's 184 Suburbs, within a 50-mile radius.

And in these cities and towns, exclusive of ABC Pittsburgh, the Post-Gazette has 50% MORE coverage than any other Pittsburgh daily newspaper.

The Post-Gazette is FIRST in Pittsburgh in Total Daily Circulation
—FIRST in Retail Trading Zone Circulation
—and SECOND in City Circulation

Pittsburgh Post-Gazette

REPRESENTED NATIONALLY BY PAUL BLOCK AND ASSOCIATES

ONE OF AMERICA'S GREAT MARKETS — ONE OF AMERICA'S GREAT NEWSPAPERS!

JOHNSTOWN . . .

One of Pennsylvania's Eleven Metropolitan Areas



The Pennsylvania Market

INDUSTRY AT AN ALL-TIME HIGH—

—MONTHLY PAYROLL APPROXIMATELY \$4,000,000

Complete Market Coverage Is Offered By
One of Pennsylvania's Outstanding Combinations




The Tribune and Democrat

City Zone Population 106,828
Trade Area Population 345,869

Net Paid Circulation
Feb., 1942—56,005

PENNSYLVANIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex	
Delaware(Chester, Upper Darby)	37	310.8	.235	1,680	80.1	75.1	.82	48.66	129,344	.239	15,718	130	104	241,915	.265	3,022	3,132	54.8	.266	113
Elk	30	34.4	.026	43	8.1	8.0	.72	56.76	10,781	.020	1,030	135	51	19,314	.021	2,394	2,400	2.6	.021	81
Erie (Erie)	28	180.9	.137	223	48.0	47.6	4.50	47.42	87,863	.162	7,345	130	66	153,659	.169	3,201	3,217	25.8	.167	122
Fayette	30	201.0	.153	251	47.9	45.4	3.05	40.87	68,995	.128	5,351	130	34	120,120	.132	2,508	2,583	14.3	.130	85
Forest	28	5.8	.004	14	1.6	1.6	.28	59.37	1,300	.002	204	127	34	2,427	.003	1,558	1,561	N. A.	.003	75
Franklin	41	69.4	.053	92	17.8	17.4	3.73	50.06	24,877	.046	2,123	117	34	40,671	.045	2,289	2,317	7.3	.046	87
Fulton	41	10.7	.008	25	2.6	2.6	1.42	66.53	1,796	.003	170	82	5	2,950	.003	1,129	1,135	N. A.	.003	38
Greene	30	44.7	.034	77	10.9	10.8	2.65	44.66	11,006	.020	1,043	132	29	19,527	.022	1,784	1,795	4.0	.022	65
Huntingdon	35	41.8	.032	47	10.4	10.2	1.62	53.52	12,545	.023	1,057	120	20	19,882	.022	1,911	1,929	3.6	.023	72
Indiana	30	79.9	.061	96	19.2	19.0	3.23	45.83	24,565	.045	2,018	122	33	40,490	.044	2,107	2,119	6.2	.045	74
Jefferson	30	54.1	.041	83	13.6	13.5	2.36	57.48	18,197	.034	1,373	119	29	29,985	.033	2,209	2,213	4.3	.033	80
Juniata	35	15.4	.012	40	4.0	4.0	1.50	62.23	3,782	.007	481	112	19	5,851	.006	1,470	1,475	1.2	.007	58
Lackawanna (Scranton)	24	301.2	.228	664	72.3	72.0	1.51	44.74	117,092	.216	5,824	113	53	210,988	.232	2,915	2,923	33.7	.216	95
Lancaster (Lancaster)	37	212.5	.161	225	55.4	54.7	8.45	51.84	103,022	.190	5,756	113	47	163,360	.179	2,950	2,971	28.3	.179	111
Lawrence	30	96.9	.074	264	24.8	24.2	2.16	51.57	42,041	.078	3,717	141	54	72,512	.080	2,924	2,964	14.9	.080	106
Lebanon	37	72.6	.055	200	19.0	18.9	1.92	48.58	31,703	.059	2,490	135	44	52,881	.058	2,779	2,788	8.0	.059	107
Lehigh (Allentown-Bethlehem)	37	177.5	.135	512	45.6	45.4	2.07	45.41	90,838	.168	5,576	128	48	142,995	.157	3,138	3,144	28.7	.159	118
Luzerne (Wilkes-Barre)	25	441.5	.335	496	102.1	101.8	2.39	43.36	157,525	.291	9,162	112	48	287,904	.316	2,819	2,824	47.5	.296	88
Lycoming	36	93.6	.071	77	25.7	25.4	2.72	50.23	41,103	.076	3,215	130	50	73,304	.080	2,852	2,873	14.7	.078	110
McKean	27	56.7	.043	57	15.2	15.2	1.23	53.68	26,407	.049	2,078	99	73	47,064	.052	3,094	3,101	9.1	.051	119
Mercer	30	101.0	.077	148	25.8	25.2	3.76	57.58	44,825	.083	4,560	158	59	73,685	.081	2,859	2,898	13.5	.085	110
Mifflin	35	43.0	.033	100	10.9	10.8	1.15	48.31	16,816	.031	1,144	133	31	27,610	.030	2,531	2,541	5.9	.030	91
Monroe	37	29.8	.023	49	8.1	8.0	1.18	53.88	15,649	.029	1,048	120	43	25,722	.028	3,184	3,201	4.7	.028	122

Before using these figures, see explanation page 9.






"Always the same answer! The Rodney Boone man was certainly right when he told me that the combination of the evening Sun-Telegraph and the other evening paper gives an advertiser the greatest circulation with the least amount of duplication at 5c less cost per line!"*

(*Source: Home Inventory and other major surveys)

PENNSYLVANIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT, INC.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Montgomery.....	37	289.2	.220	598	71.1	68.8	2.95	55.84	146,394	.271	14,688	130	96	258,072	.283	3,628	3,697	48.9	.285	130
Montour.....	35	15.5	.012	119	3.5	3.5	.64	50.87	3,925	.007	271	109	34	6,281	.007	1,811	1,815	1.3	.007	58
Northampton (Bethlehem).....	37	169.0	.128	452	43.3	43.0	2.60	46.10	79,186	.146	6,375	122	75	140,613	.154	3,247	3,260	24.3	.151	118
Northumberland.....	35	126.9	.096	280	31.6	31.6	1.81	48.64	42,619	.079	2,772	125	37	74,868	.082	2,367	2,370	19.6	.079	82
Perry.....	35	23.2	.018	42	6.2	6.2	1.89	62.03	5,526	.010	587	128	21	9,936	.011	1,601	1,603	2.0	.011	61
Philadelphia (Philadelphia).....	37	1,931.3	1.467	14,306	507.2	449.8	.24	N. A.	1,088,724	2.013	56,426	130	76	1,824,266	2.002	3,597	3,842	315.3	1.942	132
Pike.....	24	7.5	.006	14	2.3	2.3	.47	68.76	2,285	.004	152	64	43	3,606	.004	1,558	1,564	1.2	.004	67
Pottler.....	27	18.2	.014	17	5.1	5.1	1.42	62.73	6,814	.013	416	86	28	11,714	.013	2,311	2,315	1.6	.013	93
Schuylkill.....	37	228.3	.173	292	53.6	53.4	2.03	48.69	73,210	.135	5,068	121	34	131,903	.145	2,460	2,465	23.8	.139	80
Snyder.....	35	20.2	.015	61	5.3	5.3	1.67	57.18	3,918	.007	483	138	12	6,277	.007	1,174	1,174	2.0	.008	53
Somerset.....	29	85.0	.065	78	20.4	20.4	3.63	48.94	26,633	.049	2,090	103	26	45,021	.049	2,204	2,208	6.1	.049	75
Sullivan.....	36	7.5	.006	16	1.9	1.9	.65	66.68	1,380	.003	130	96	17	2,424	.003	1,258	1,259	N. A.	.003	50
Susquehanna.....	19	33.9	.026	41	9.0	9.0	3.23	61.07	9,212	.017	600	96	22	16,698	.018	1,850	1,853	3.8	.017	65
Tioga.....	20	35.0	.027	30	9.7	9.6	2.78	59.21	11,615	.022	936	108	29	18,412	.020	1,904	1,908	2.6	.021	78
Union.....	35	20.2	.015	64	4.9	4.9	1.04	54.47	5,731	.011	491	109	34	10,145	.011	2,067	2,068	2.1	.011	73
Venango.....	30	64.0	.049	95	16.3	16.2	2.29	53.89	24,542	.045	2,097	136	55	44,516	.049	2,735	2,747	8.7	.048	98
Warren.....	28	42.8	.032	47	11.1	11.1	2.03	59.05	24,095	.045	1,482	127	49	38,353	.042	3,454	3,458	5.9	.043	134
Washington.....	30	210.9	.160	246	52.3	49.9	4.37	41.42	79,344	.147	6,541	130	55	134,797	.148	2,576	2,646	21.3	.149	93
Wayne.....	24	29.9	.023	40	7.8	7.8	2.83	67.10	10,349	.019	614	94	27	18,893	.021	2,427	2,428	3.1	.020	87
Westmoreland.....	30	303.4	.230	296	74.2	72.6	3.93	47.45	106,737	.197	10,430	141	52	190,726	.209	2,570	2,602	32.9	.208	90
Wyoming.....	24	16.7	.013	42	4.5	4.5	1.34	60.22	6,305	.012	521	120	27	9,989	.011	2,201	2,202	1.7	.012	92
York (York).....	35	178.0	.135	195	48.3	47.6	7.12	53.38	78,565	.145	6,390	129	41	140,543	.154	2,913	2,937	24.4	.150	111
STATE TOTAL.....		9,900.2	7.519	220,2516.7	2406.0	169.03	N. A.	4,450,007	8.226	323,355	127	64	7,650,001	8.396	3,040	3,117	1328.7	8,266	110	

For Pennsylvania City figures, see page 116.

Middle Atlantic States—City Data

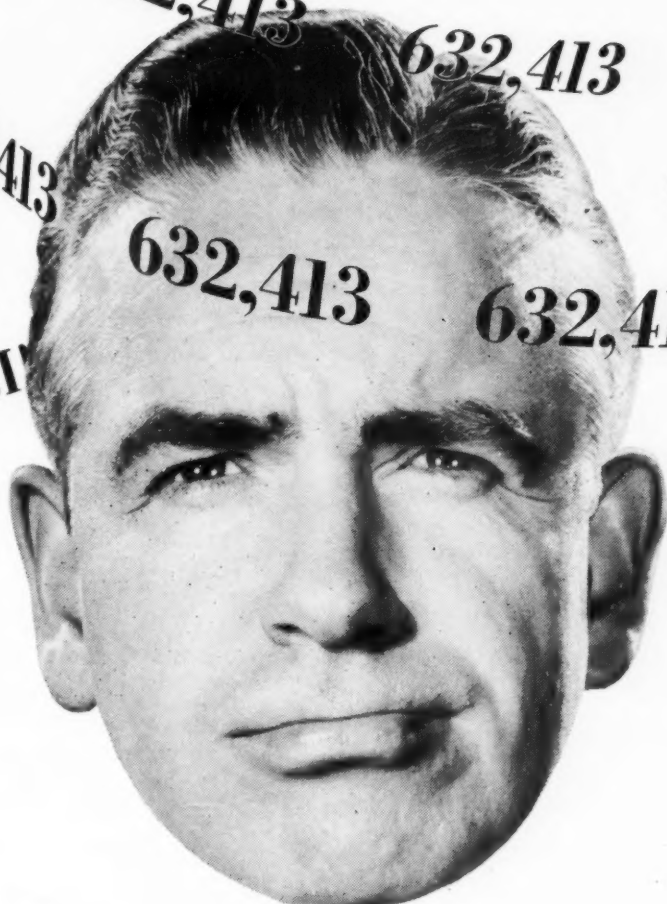
NEW YORK—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thousands)	% of County	% of State	% of U.S.A.	Families Est'd (in thousands)	% Owner- Occupied Homes	Average Rent or Rental value	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Dollars (in thousands)	Dollars (in thousands)	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Per Capita dol- lars	Per Family dol- lars	Thou- sands of \$1500 Pre- ferred families
Albany.....	Albany.....	130.6	59.00	.97	.099	38.0	N. A.	N. A.	91,067	70.41	1.40	.168	120,350	50,730	126,803	51.23	.98	.139	971	3,337	22.1
Amsterdam.....	Montgomery.....	33.3	56.35	.25	.025	9.0	N. A.	N. A.	17,589	72.87	.27	.032	6,714	48,192	25,615	56.99	.20	.028	769	2,846	3.6
Auburn.....	Cayuga.....	35.8	54.56	.27	.027	9.4	N. A.	N. A.	20,607	77.67	.32	.038	7,032	31,048	31,378	56.28	.24	.034	878	3,338	3.8
Babylon.....	Suffolk.....	4.7	2.40	.04	.004	1.4	N. A.	N. A.	5,038	4.78	.08	.009	N. A.	N. A.	4,875	2.33	.04	.005	1,028	3,482	.7
Batavia.....	Genesee.....	17.3	38.82	.13	.013	4.7	N. A.	N. A.	12,267	68.53	.19	.023	4,018	9,886	15,585	45.99	.12	.017	903	3,316	2.7
Beacon.....	Dutchess.....	12.6	10.43	.09	.010	2.9	N. A.	N. A.	5,654	9.36	.09	.010	N. A.	10,762	9,521	8.85	.07	.010	757	3,283	1.3
Binghamton.....	Broome.....	76.3	47.25	.56	.059	20.6	N. A.	N. A.	51,012	65.24	.78	.094	45,258	58,118	67,488	46.47	.52	.074	862	3,276	11.6
Bronxville.....	Westchester.....	6.9	1.20	.05	.005	1.7	N. A.	N. A.	6,491	2.02	.10	.012	N. A.	N. A.	8,525	1.47	.07	.009	1,238	5,015	1.6

Before using these figures, see explanation page 9.

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"I'm no good at figures!"

BOOKKEEPING is not in my line. My job is selling. I find people and markets interest me much more than just cold figures.

Now take Philadelphia. There's a market of over 3 million people. But the important thing is not the actual number. It's the fact that these people are head over heels in war work. They've got money. They're looking for the wise ways to spend it.

I know The Evening Bulletin is the favorite newspaper in Philadelphia. It has been on top longer

than any other daily in the biggest markets of the country.

But more important to me than mere circulation is the fact that over 600,000 people buy The Bulletin because they *want* it. They don't expect contests, premiums or gadgets. This appeals to me because that's the way *I* sell.

The only figures that are important to me are the ones that help me sell that way. It's a good thing we have a calculating machine. If I want percentages and such, I can get them. For example:

632,413—FEBRUARY, 1942
NET PAID CIRCULATION

CIRCULATION GAIN

Compared with the corresponding month of the preceding year — The Evening Bulletin has increased in circulation for 32 out of the last 33 months. It has gone from 439,871 to 632,413 in February — the largest daily circulation in the history of newspapers in Philadelphia. What percentage of gain is that?

44%

CONCENTRATION

Of the average total 632,413 Evening Bulletins bought every day in February — 607,261 were bought in Philadelphia and suburbs. What is the percentage of concentration inside the trading area?

96%

COVERAGE

There are 490,077 families in the Philadelphia city zone where 434,494 Bulletins are bought every day. What is the percentage of Bulletins against total families?

89%

LEADERSHIP

Media records show that national display advertisers used 2,624,531 lines of advertising in The Evening Bulletin last year against 1,389,438 lines in the second daily newspaper (excluding classifications not acceptable to The Bulletin). What is the margin of Bulletin leadership?

89%

IN PHILADELPHIA—NEARLY EVERYBODY READS THE BULLETIN

TRUE STORY, edited for Wage Earners—the fami- lies who get 69c* of each defense dollar—wherever it's spent.

Naturally—magazines sell in all areas—but True Story, because it's edited for Wage Earners, sells best where Wage Earners concentrate!

(True Story's New York State gains with its new 10¢ price, therefore, were heaviest in N. Y. State's industrial cities. For example, Buffalo—59%, Rochester—72%, Syracuse—57%, Utica—65%.)

Wage Earners, with payrolls pyramiding are ten to one as prospects against tax-cramped white collar families—those to whom all other big magazines edit.

That's why True Story offers the best dollar-for-dollar buy among all big magazines.

*Source: Department of Labor, 1941

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Buffalo.....	Erie.....	575.9	72.13	4.27	.437	151.9	N. A.	N. A.	300,653	83.42	4.63	.554	554,040	650,084	492,310	74.40	3.82	.540	855	3,241	70.3
Canandaigua....	Ontario.....	8.3	15.05	.06	.006	2.2	N. A.	N. A.	6,567	30.05	.10	.012	730	N. A.	6,973	15.07	.05	.008	838	3,170	1.0
Catakill.....	Greene.....	5.4	19.44	.04	.004	1.8	N. A.	N. A.	4,481	41.91	.07	.008	1,680	N. A.	5,436	26.70	.04	.006	1,001	3,398	.7
Cohoes.....	Albany.....	22.0	9.92	.18	.017	6.0	N. A.	N. A.	6,215	4.80	.10	.011	2,542	20,077	18,104	7.31	.14	.020	825	3,017	2.3
Corning.....	Steuben.....	16.2	19.09	.12	.012	4.3	N. A.	N. A.	9,149	29.46	.14	.017	2,773	N. A.	13,086	20.20	.10	.014	807	3,043	1.9
Cortland.....	Cortland.....	15.9	47.17	.12	.012	4.7	N. A.	N. A.	12,109	73.39	.19	.022	2,741	20,134	15,869	50.54	.12	.017	999	3,376	2.4
Dunkirk.....	Chautauque....	17.7	14.33	.13	.013	4.8	N. A.	N. A.	8,192	16.39	.13	.015	1,552	17,238	15,132	14.32	.12	.017	854	3,153	1.7
Elmira.....	Chemung.....	45.1	61.19	.33	.034	12.4	N. A.	N. A.	32,298	88.67	.50	.059	25,041	30,618	43,586	64.44	.34	.048	986	3,515	6.2
Endicott.....	Broome.....	17.7	10.68	.13	.013	4.7	N. A.	N. A.	11,750	15.03	.18	.022	2,032	N. A.	14,720	10.14	.11	.016	832	3,132	2.4
Floral Park.....	Nassau.....	13.0	3.18	.10	.010	3.7	N. A.	N. A.	6,640	3.08	.10	.012	603	164	11,924	2.86	.09	.013	921	3,223	2.6
Freeport.....	Nassau.....	20.4	5.02	.15	.016	5.8	N. A.	N. A.	16,421	7.62	.25	.030	2,652	1,107	19,958	4.78	.15	.022	978	3,441	4.0
Fulton.....	Oswego.....	13.4	18.75	.10	.010	3.7	N. A.	N. A.	6,817	28.63	.10	.013	3,823	31,744	10,307	20.60	.08	.011	771	2,786	1.7
Geneva.....	Ontario.....	15.6	28.12	.12	.012	4.2	N. A.	N. A.	10,189	46.63	.16	.019	3,864	13,117	15,832	34.23	.12	.017	1,018	3,770	2.6
Glen Cove.....	Nassau.....	12.4	3.05	.09	.009	3.0	N. A.	N. A.	8,770	4.07	.13	.016	477	3,152	12,764	3.06	.10	.014	1,028	4,255	2.3
Glens Falls.....	Warren.....	18.8	52.27	.14	.014	5.4	N. A.	N. A.	17,964	81.17	.28	.033	5,736	N. A.	18,271	43.00	.14	.020	970	3,384	2.7
Gloversville.....	Fulton.....	23.3	48.01	.17	.018	7.2	N. A.	N. A.	14,616	68.49	.22	.027	12,649	26,433	21,749	55.60	.17	.024	932	3,021	3.0
Great Neck.....	Nassau.....	6.2	1.52	.05	.005	1.6	N. A.	N. A.	4,327	2.01	.07	.008	1,845	N. A.	5,334	1.28	.04	.006	885	3,334	1.2
Haverstraw.....	Rockland.....	5.9	7.96	.04	.004	1.8	N. A.	N. A.	4,326	15.44	.07	.008	1,014	N. A.	4,810	8.85	.04	.005	814	3,006	.7
Hempstead.....	Nassau.....	20.9	5.13	.15	.016	5.6	N. A.	N. A.	30,203	14.05	.46	.056	5,808	922	19,883	4.76	.16	.022	953	3,551	3.9
Herkimer.....	Herkimer.....	9.6	16.16	.07	.007	2.6	N. A.	N. A.	6,715	31.11	.10	.012	N. A.	N. A.	8,065	18.56	.06	.009	839	3,102	1.2
Hornell.....	Steuben.....	15.7	18.43	.12	.012	4.5	N. A.	N. A.	10,278	33.10	.18	.019	4,505	3,866	15,392	23.78	.12	.017	984	3,420	2.4
Hudson.....	Columbia.....	11.5	27.78	.09	.009	3.1	N. A.	N. A.	8,084	51.13	.12	.015	3,335	4,078	10,277	31.60	.08	.011	892	3,315	1.6
Ithaca.....	Tompkins.....	19.7	46.60	.15	.015	6.0	N. A.	N. A.	17,810	86.83	.27	.033	4,157	5,846	23,416	60.46	.18	.026	1,187	3,903	3.9

Before using these figures, see explanation page 9.

Key to the whole "OFFENSIVE" Sales Domination of BUFLOPOLE



Western New York's Most Active Buying Market of
over 200,000 Polish-Americans who earn and spend
over \$180,000,000 a year . . . IS

Their Own Newspaper that keeps "SHELLING THEM" with the "FIRE POWER"
of the language they understand more intimately than one they are learning. For
THE "VICTORY WALLOP" IN SALES—USE

EVERYBODY'S DAILY

America's Largest Polish Newspaper





EVERYBODY'S BUILDING

BUFLOPOLE, N. Y.

National Representatives: SMALL, BREWER & KENT — New York — Chicago — Boston

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclu-
sive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thou- sands of \$1500 Pre- ferred families
Jamestown	Chautauqua	42.6	34.50	.32	.032	13.1	N. A.	N. A.	25,247	50.52	.39	.046	16,054	47,880	41,112	38.90	.32	.045	964	3,138	7.2
Johnson City	Broome	18.0	10.88	.13	.014	4.8	N. A.	N. A.	6,899	8.82	.11	.013	1,776	N. A.	12,108	8.34	.09	.013	671	2,523	2.6
Johnstown	Fulton	10.7	21.95	.08	.008	3.3	N. A.	N. A.	5,358	25.11	.08	.010	2,885	10,754	8,752	22.37	.07	.010	821	2,652	1.4
Kenmore	Erie	18.6	2.33	.14	.014	5.4	N. A.	N. A.	9,433	2.62	.15	.017	284	476	15,601	2.36	.12	.017	838	2,889	3.5
Kingston	Ulster	28.6	32.85	.21	.022	8.1	N. A.	N. A.	19,606	53.64	.30	.036	17,531	10,837	27,399	40.27	.21	.030	958	3,383	4.9
Lackawanna	Erie	24.1	3.01	.18	.018	5.3	N. A.	N. A.	6,372	10.55	.10	.012	3,016	N. A.	14,990	2.27	.12	.017	623	2,828	1.9
Larchmont	Westchester	6.0	1.04	.04	.005	1.6	N. A.	N. A.	5,516	1.71	.08	.010	N. A.	N. A.	4,829	.85	.04	.005	826	3,081	1.2
Little Falls	Herkimer	10.2	17.07	.08	.008	2.8	N. A.	N. A.	5,447	25.23	.08	.010	1,776	15,117	7,845	18.05	.06	.009	772	2,802	1.1
Lockport	Niagara	24.4	15.23	.18	.019	6.7	N. A.	N. A.	15,248	20.54	.23	.028	2,921	40,196	20,532	14.99	.16	.023	842	3,064	3.7
Long Beach	Nassau	9.0	2.22	.07	.007	2.6	N. A.	N. A.	5,928	2.75	.09	.011	N. A.	N. A.	8,038	1.93	.06	.009	890	3,092	1.3
Lynbrook	Nassau	14.6	3.58	.11	.011	4.1	N. A.	N. A.	10,257	4.76	.16	.019	1,750	842	12,754	3.06	.10	.014	876	3,111	3.1
Malone	Franklin	8.7	19.74	.06	.007	2.3	N. A.	N. A.	6,419	36.84	.10	.012	3,405	N. A.	7,814	21.56	.06	.009	894	3,397	.9
Mamaroneck	Westchester	13.0	2.27	.10	.010	3.4	N. A.	N. A.	6,296	1.96	.10	.012	1,952	1,373	12,286	2.12	.10	.013	943	3,614	2.6
Massena	St. Lawrence	11.3	12.43	.08	.009	2.8	N. A.	N. A.	6,595	21.09	.10	.012	830	N. A.	8,195	12.56	.06	.009	723	2,927	1.3
Mechanicville	Saratoga	7.4	11.35	.06	.006	1.9	N. A.	N. A.	4,285	18.42	.07	.008	N. A.	N. A.	5,850	11.66	.05	.006	785	3,079	.8
Middletown	Orange	21.9	15.64	.16	.017	5.6	N. A.	N. A.	15,489	21.80	.24	.029	9,049	7,280	19,316	14.98	.15	.021	882	3,449	2.8
Mineola	Nassau	10.1	2.47	.07	.008	2.7	N. A.	N. A.	7,669	3.56	.12	.014	11,063	965	10,244	2.45	.08	.011	1,018	3,794	1.6
Mount Kisco	Westchester	5.9	1.04	.04	.005	1.5	N. A.	N. A.	5,879	1.83	.09	.011	682	N. A.	6,191	1.07	.05	.007	1,042	4,127	1.1
Mount Vernon	Westchester	67.4	11.74	.50	.051	18.2	N. A.	N. A.	44,275	13.76	.68	.082	31,543	14,039	71,370	12.30	.55	.078	1,059	3,921	15.8
Newark	Wayne	9.6	18.29	.07	.007	2.1	N. A.	N. A.	8,272	39.95	.13	.015	3,348	N. A.	6,206	16.02	.05	.007	643	2,955	.8
Newburgh	Orange	31.9	22.76	.24	.024	9.4	N. A.	N. A.	24,420	34.36	.38	.045	16,224	22,101	32,034	24.84	.25	.035	1,005	3,408	4.9
New Rochelle	Westchester	58.4	10.18	.43	.044	14.4	N. A.	N. A.	40,221	12.50	.62	.074	12,090	5,503	54,677	9.42	.42	.060	936	3,797	12.3
New York City	5 Counties	7,455.0		.55	5.662	2051.	N. A.	N. A.	3694,440		.66	6.804	15506600	5,175,050	7590,963		.58	8.330	1,018	3,700	1,470.4
Niagara Falls	Niagara	78.0	48.73	.58	.059	20.3	N. A.	N. A.	42,665	57.50	.66	.078	8,116	165,217	60,448	44.15	.47	.066	775	2,978	11.4

Before using these figures, see explanation page 9.

Meet the people who LIVE in Niagara Falls*

● Throw away those post cards and get a
true picture of the Real Niagara Falls,
the sales managers' paradise.

Niagara Falls is a rich industrial city of
78,000 people—more than 140,000 in com-
bined city and trading zones. Wartime produc-
tion has resulted in great plant expansion and
new industries, as typified by the giant Bell Air-

craft Corp. factory employing thousands of
workers.

Here are some important facts about the
market, the people who live in Niagara Falls.
Preferred families in trading area increased by
4,300. Family incomes up \$572. Effective buy-
ing income shot from \$112,837,000 to \$136,-
926,000, while retail sales jumped almost 11
million dollars.

*A Sales Management Preferred City. City Index 131.0. City-National Index 106.8

COVERED FULLY BY ONE
NEWSPAPER ONLY

NIAGARA FALLS GAZETTE

REPRESENTED NATIONALLY BY
KELLY-SMITH CO.

MACHINES ATERIALS ANPOWER...

Troy's Needlecrafts Have Pooled 'Em All for Victory and Prosperity

UNITING in the interests of national defense, the Troy A.B.C. City Zone's great needlework industry has organized itself into one unit to take on specialized war work. It is qualified to obtain and complete government contracts of any size.

This gigantic pool of machinery, equipment and workers will be the means of keeping employment here at a maximum during the change-over from civilian production. This is typical of how the Troy market is meeting

today's conditions and why it will have uninterrupted prosperity.

For a single rate of only 12c per line The Record Newspapers enable you to reach "everybody" in Troy's A.B.C. City Zone (1940 population, 115,264) and thousands more in the trade zone. Virtually one-third of the total population of the Troy-Albany-Schenectady Metropolitan District* lives within the area of influence of Troy's sole dailies.

* Bureau of Census definition.

THE
RECORD
NEWSPAPERS

THE TROY RECORD
THE TIMES RECORD

THE TROY RECORD CO. J. A. VIGER, ADVERTISING MANAGER

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thou- s'ds)	Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thou- sands of \$1500 Pre- ferred families
No. Tonawanda.....	Niagara.....	20.3	12.65	.15	.015	5.2	N. A.	N. A.	8,285	11.17	.13	.015	3,506	38,742	14,646	10.70	.11	.016	723	2,817	2.6
Nerwich.....	Chenango.....	8.7	23.85	.06	.007	2.6	N. A.	N. A.	6,652	41.75	.10	.012	5,114	N. A.	7,626	24.78	.06	.008	877	2,933	1.0
Nyack.....	Rockland.....	5.2	7.01	.04	.004	1.4	N. A.	N. A.	7,355	26.26	.11	.014	1,455	N. A.	4,350	8.01	.03	.005	836	3,107	.6
Ogdensburg.....	St. Lawrence.....	16.3	17.94	.12	.012	3.7	N. A.	N. A.	7,567	24.21	.12	.014	5,232	5,907	12,452	19.08	.10	.014	762	3,365	1.4
Olean.....	Cattaraugus.....	21.5	29.60	.16	.016	5.8	N. A.	N. A.	16,195	52.82	.25	.030	7,141	21,643	17,803	30.59	.14	.020	828	3,069	3.2
Oneida.....	Madison.....	10.3	25.99	.08	.008	3.0	N. A.	N. A.	7,420	44.92	.11	.014	2,227	4,324	9,849	31.83	.08	.011	957	3,283	1.4
Oneonta.....	Otsego.....	11.7	25.46	.09	.009	3.5	N. A.	N. A.	9,884	47.18	.15	.018	6,084	5,918	10,662	27.42	.08	.012	909	3,046	1.8
Oswining.....	Westchester.....	16.0	2.79	.12	.012	4.1	N. A.	N. A.	7,662	2.38	.12	.014	2,453	3,112	14,485	2.50	.11	.016	906	3,533	2.8
Oswego.....	Oswego.....	22.1	30.95	.16	.017	5.7	N. A.	N. A.	10,056	42.23	.15	.018	3,837	18,076	15,893	31.77	.12	.017	720	2,788	2.3
Patchogue.....	Suffolk.....	7.2	3.64	.05	.005	2.1	N. A.	N. A.	9,889	9.38	.15	.018	2,930	N. A.	6,575	3.15	.05	.007	916	3,131	.9
Peekskill.....	Westchester.....	17.3	3.02	.13	.013	4.5	N. A.	N. A.	12,020	3.73	.18	.022	2,109	N. A.	16,077	2.77	.13	.018	929	3,573	2.8

Before using these figures, see explanation page 9.

UTICA'S ONLY RADIO STATION AMERICAS 52nd MKT.

WIBX gives buying advice to a prosperous New York State market that includes Utica, Rome, Ilion, Oneida, Sherrill, Herkimer and Little Falls. WIBX is a Central New York "MUST" on three counts: (1) a steady industrial market with stable income; (2) a defense-enriched market with over \$100,000,000 in orders; (3) a huge additional vacation-land market.

Retail sales: \$108,969,000 — Effective buying income: \$204,478,000.







Serving 81,000 Radio Homes
as C.B.S. Basic Supplementary

200,000 Utica-Rome
Metropolitan Population

NEW YORK OFFICE.....BELMONT PLAZA HOTEL.....CHICAGO.....VIRGIL REITER
LOS ANGELES.....WALTER BIDDICK **UTICA, N. Y., 1st National Bank Bldg.** BOSTON.....BERTHA BANNAN

NEW YORK—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE							
		Total (in thous- ands)	% of County	% of State	% of U S A	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families	
Plattsburgh.....	Clinton.....	16.4	30.28	.12	.012	3.8	N. A.	N. A.	11,795	67.31	.18	.022	7,317	8,749	11,697	34.83	.09	.013	715	3,078	1.9	
Port Chester.....	Westchester.....	23.1	4.02	.17	.018	5.9	N. A.	N. A.	15,608	4.85	.24	.029	5,083	13,531	21,633	3.73	.17	.024	938	3,667	4.4	
Port Jervis.....	Orange.....	9.7	6.96	.07	.007	2.9	N. A.	N. A.	5,969	8.40	.09	.011	2,410	N. A.	9,714	7.53	.08	.011	996	3,350	2.4	
Potsdam.....	St. Lawrence.....	4.8	5.29	.04	.004	1.4	N. A.	N. A.	4,162	13.31	.06	.008	N. A.	N. A.	4,216	6.46	.03	.005	875	3,011	.8	
Poughkeepsie.....	Dutchess.....	40.5	33.58	.30	.031	11.1	N. A.	N. A.	33,971	56.22	.52	.062	17,116	27,848	42,633	39.64	.34	.047	1,053	3,828	6.3	
Rensselaer.....	Rensselaer.....	10.8	8.84	.08	.008	3.0	N. A.	N. A.	3,681	7.06	.06	.007	4,508	21,137	10,522	10.15	.08	.012	977	3,507	1.6	
Rochester.....	Monroe.....	325.0	74.16	2.41	.247	78.7	N. A.	N. A.	204,150	88.62	3.14	.376	176,843	400,163	316,658	75.39	2.46	.348	974	4,024	45.6	
Rockville Centre.....	Nassau.....	18.6	4.58	.14	.014	4.9	N. A.	N. A.	16,851	7.82	.26	.031	1,250	1,513	14,294	3.43	.11	.016	768	2,917	3.2	
Rome.....	Oneida.....	34.2	16.80	.25	.026	7.9	N. A.	N. A.	14,373	16.75	.22	.026	3,851	46,724	23,141	14.64	.18	.025	676	2,929	3.3	
Rye.....	Westchester.....	9.9	1.72	.07	.008	2.3	N. A.	N. A.	5,471	1.70	.08	.010	N. A.	N. A.	6,542	1.13	.05	.007	663	2,844	.9	
Salamanca.....	Cattaraugus.....	9.0	12.40	.07	.007	2.5	N. A.	N. A.	4,836	15.77	.07	.009	680	N. A.	6,992	12.01	.05	.008	776	2,797	1.0	
Saranac Lake.....	Essex-Franklin.....	7.1		.05	.005	2.0	N. A.	N. A.	5,243		.08	.010	2,804	N. A.	6,293		.05	.007	882	3,147	1.1	
Saratoga Springs.....	Saratoga.....	13.7	20.89	.10	.010	3.9	N. A.	N. A.	10,116	43.49	.16	.019	3,571	5,208	13,010	25.93	.10	.014	949	3,336	1.8	
Scarsdale.....	Westchester.....	13.0	2.26	.10	.010	2.9	N. A.	N. A.	4,943	1.54	.08	.009	N. A.	163	13,137	2.26	.10	.014	1,013	4,530	2.4	
Schenectady.....	Schenectady.....	87.5	71.47	.65	.067	24.9	N. A.	N. A.	53,797	87.86	.83	.100	26,357	N. A.	94,667	80.94	.73	.104	1,081	3,802	13.5	
Southampton.....	Suffolk.....	3.8	1.93	.03	.003	1.1	N. A.	N. A.	4,623	4.38	.07	.009	N. A.	N. A.	5,041	2.41	.04	.006	1,320	4,583	.9	
Syracuse.....	Onondaga.....	206.0	69.79	1.53	.157	56.9	N. A.	N. A.	127,355	86.17	1.96	.235	206,945	140,073	206,424	76.38	1.60	.227	1,002	3,628	33.2	
Tarrytown.....	Westchester.....	6.9	1.20	.05	.005	1.8	N. A.	N. A.	4,833	1.50	.07	.009	2,554	N. A.	5,415	.93	.04	.006	788	3,008	1.3	
Tonawanda.....	Erie.....	13.0	1.63	.10	.010	3.6	N. A.	N. A.	5,654	1.57	.09	.010	2,891	13,415	11,313	1.71	.09	.012	870	3,143	2.9	
Troy.....	Rensselaer.....	70.3	57.70	.52	.053	19.0	N. A.	N. A.	40,916	78.46	.63	.075	27,811	47,627	66,021	63.70	.51	.072	939	3,475	8.4	
Tuckahoe.....	Westchester.....	6.6	1.14	.05	.005	1.7	N. A.	N. A.	4,572	1.42	.07	.008	N. A.	N. A.	6,504	1.12	.05	.007	981	3,826	1.2	
Utica.....	Oneida.....	100.5	49.36	.75	.076	27.0	N. A.	N. A.	54,280	63.26	.84	.100	60,596	53,465	87,400	55.28	.68	.096	869	3,237	12.5	
Valley Stream.....	Nassau.....	16.7	4.10	.12	.013	4.6	N. A.	N. A.	5,742	2.66	.09	.010	233	273	12,581	3.01	.10	.014	754	2,735	3.5	
Watertown.....	Jefferson.....	33.4	39.74	.25	.025	9.3	N. A.	N. A.	22,685	61.03	.35	.042	13,857	12,547	32,240	46.50	.25	.035	966	3,467	4.7	
Watervliet.....	Albany.....	16.1	7.28	.12	.012	4.3	N. A.	N. A.	4,754	3.68	.07	.009	1,962	7,017	11,838	4.78	.09	.013	735	2,753	2.0	
Wellsville.....	Allegany.....	5.9	14.97	.04	.005	1.7	N. A.	N. A.	5,146	42.60	.08	.009	3,271	N. A.	5,543	23.20	.04	.006	933	3,261	.6	
White Plains.....	Westchester.....	40.3	7.03	.30	.031	10.4	N. A.	N. A.	46,416	14.43	.71	.085	6,455	5,128	48,959	8.44	.38	.054	1,214	4,708	7.8	
Yonkers.....	Westchester.....	142.6	24.86	1.06	.108	38.5	N. A.	N. A.	66,340	20.62	1.02	.122	39,651	65,094	132,924	22.91	1.03	.146	932	3,453	26.5	
TOTAL ABOVE CITIES.....		10,677.5		79.22	8.109	2912.	N. A.	N. A.	5677,802		87.35	10.46			10530412		81.63	11.55	6.986	3,617	1945.1	
STATE TOTAL.....		13,479.1			10.24	3663.	N. A.	N. A.	6500,008			11.97			12899997			14.15	9.957	3,521	2415.6	

For New York County figures, see page 94.

NEW JERSEY—City Data

Asbury Park.....	Monmouth.....	14.6	9.07	.35	.011	4.4	52.16	46.69	23,804	24.23	1.08	.044	8,047	3,350	17,742	11.05	.45	.019	1,214	4,057	2.6
Atlantic City.....	Atlantic.....	64.1	51.66	1.54	.049	17.8	16.97	36.28	62,040	77.72	2.82	.115	26,463	6,187	84,692	63.11	2.17	.093	1,321	4,760	10.4
Bayonne.....	Hudson.....	79.2	12.15	1.90	.060	19.1	25.74	32.29	31,146	10.73	1.42	.058	33,877	195,030	53,837	9.60	1.38	.059	680	2,815	14.0
Belleville.....	Essex.....	28.2	3.36	.68	.021	7.2	41.37	37.46	7,243	1.35	.33	.013	10,863	23,711	23,599	2.44	.60	.028	837	3,267	5.0
Bloomfield.....	Essex.....	41.6	4.97	1.00	.032	11.5	43.43	46.54	18,882	3.52	.86	.035	5,712	97,524	40,611	4.21	1.04	.045	976	3,538	7.8
Boonton.....	Morris.....	6.7	5.36	.16	.005	1.8	50.36	43.03	4,435	7.34	.20	.008	N. A.	N. A.	6,997	6.18	.18	.008	1,038	3,876	1.0
Bound Brook.....	Somerset.....	7.6	10.24	.18	.006	1.9	46.62	38.19	5,026	16.01	.23	.009	335	N. A.	8,118	14.03	.21	.009	1,066	4,286	1.0

Before using these figures, see explanation page 9.

PASSAIC, N. J.

—Always a Good Market... NOW BETTER THAN EVER!

1. Greatest retail sales in history.
2. Greatest industrial payroll in history.
3. Greatest number of industrial wage earners in history.
4. Greatest Herald-News circulation in history.
Now in excess of 40,000 Net Paid daily.

And Most Important—

Don't underestimate the Passaic Market by thinking of it in terms of corporate population figures. Passaic's ABC City Zone population is the 4th largest in New Jersey and includes Clifton, Garfield, Wallington, East Rutherford, Carlstadt, Woodridge and Lodi, all of which are contiguous to Passaic and within a three mile radius.

ABC City Zone Population 177,449
ABC Retail Zone Population 66,519
TOTAL ABC CITY & RETAIL 243,968

Located in the center of a vast defense area the greatly increased payrolls are having a noticeable effect on Retail Sales. Month after month Sales Management rates Passaic

FIRST IN NEW JERSEY

Month after month Passaic is the only New Jersey city in Sales Management's list of Preferred-Cities-of-the-Month.

The HERALD-NEWS

PASSAIC, NEW JERSEY





National Representative

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LARGEST CIRCULATION OF ANY NEWSPAPER PUBLISHED IN PASSAIC OR BERGEN COUNTIES
NOW IN EXCESS OF 40,000 NET PAID DAILY

NEW JERSEY—City Data—(Continued)





The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dollars	Per Fam- ily dollars	Thou- sands of \$1500 Pre- ferred families
Bridgeton.....	Cumberland.....	18.0	21.85	.38	.012	4.5	47.17	23.86	13,331	34.65	.60	.025	7,162	18,109	16,415	26.29	.42	.018	1,026	3,628	1.9
Burlington.....	Burlington.....	10.9	11.24	.26	.008	2.7	50.18	21.30	5,925	16.37	.27	.011	N. A.	9,855	8,604	12.92	.22	.009	789	3,166	1.2
Camden.....	Camden.....	117.5	45.96	2.83	.089	30.5	37.25	24.29	68,530	57.94	3.12	.127	38,674	245,308	108,350	55.49	2.78	.119	922	3,555	14.5
Cliffside Park.....	Bergen.....	16.9	4.12	.41	.013	4.7	36.00	45.83	5,457	3.04	.25	.010	315	585	10,835	3.18	.28	.012	641	2,320	2.8
Clifton.....	Passaic.....	48.8	15.78	1.17	.037	13.1	43.69	33.94	17,565	8.83	.80	.032	5,052	40,117	32,337	10.10	.83	.035	682	2,464	7.3
Collingswood.....	Camden.....	12.7	4.96	.30	.010	3.7	54.89	42.66	6,866	5.80	.32	.013	N. A.	N. A.	12,800	6.56	.33	.014	1,009	3,421	2.3
Dover.....	Morris.....	10.5	8.34	.25	.008	2.8	40.86	33.27	10,144	16.79	.46	.019	4,723	6,552	12,430	10.97	.32	.014	1,185	4,412	1.7
East Orange.....	Essex.....	68.9	8.23	1.66	.052	20.4	26.24	52.69	38,340	7.15	1.74	.071	5,492	7,283	91,826	9.51	2.35	.101	1,332	4,503	16.6
Elizabeth.....	Union.....	109.9	33.47	2.64	.084	28.0	32.14	36.73	62,590	36.70	2.84	.116	34,638	115,062	115,281	36.92	2.96	.127	1,049	4,120	16.1
Englewood.....	Bergen.....	19.0	4.63	.46	.014	5.0	44.35	59.90	15,599	8.68	.71	.029	2,766	1,305	24,007	12.30	.62	.026	1,266	4,777	3.8
Freehold.....	Monmouth.....	7.0	4.31	.17	.005	1.9	50.40	35.44	8,837	6.96	.31	.013	N. A.	N. A.	9,079	5.66	.23	.010	1,306	4,873	.9
Garfield.....	Bergen.....	28.0	6.85	.67	.021	7.1	38.81	25.67	7,737	4.30	.35	.014	2,255	35,627	16,916	4.97	.43	.019	603	2,368	3.7
Gloucester.....	Camden.....	13.7	5.35	.33	.010	3.5	46.66	23.60	4,785	4.05	.22	.009	3,161	8,843	9,015	4.62	.23	.010	658	2,611	1.6
Hackensack.....	Bergen.....	26.3	6.42	.63	.020	6.8	41.73	43.73	42,500	23.64	1.93	.079	19,387	5,755	26,724	7.86	.69	.029	1,017	3,936	4.4
Harrison.....	Hudson.....	14.2	2.17	.34	.011	3.5	23.80	24.86	5,060	1.74	.23	.009	8,224	73,549	9,017	1.61	.23	.010	636	2,598	2.1
Hillside.....	Union.....	18.6	5.65	.45	.014	4.7	48.68	43.63	5,312	3.11	.24	.010	1,611	N. A.	9,721	3.11	.25	.011	524	2,058	2.6
Hoboken.....	Hudson.....	50.1	7.69	1.20	.038	13.3	10.51	26.09	27,267	9.39	1.24	.051	60,915	86,072	56,984	10.16	1.46	.063	1,137	4,277	7.5
Irvington.....	Essex.....	55.3	6.61	1.33	.042	16.0	31.09	41.09	27,692	5.26	1.26	.051	9,631	58,636	60,421	6.26	1.55	.066	1,092	3,777	12.1
Jersey City.....	Hudson.....	301.2	46.19	7.24	.229	79.7	18.31	32.64	128,265	44.17	5.83	.237	181,065	344,196	279,708	49.89	7.17	.307	929	3,510	45.8
Kearny.....	Hudson.....	39.5	6.05	.95	.030	10.5	34.84	37.27	12,513	4.31	.57	.023	18,138	145,067	26,348	4.70	.68	.029	688	2,516	6.2
Linden.....	Union.....	24.1	7.34	.88	.018	6.0	42.54	34.89	9,037	5.30	.41	.017	14,688	139,265	17,577	5.63	.45	.019	729	2,932	3.3
Long Branch.....	Monmouth.....	17.4	10.80	.42	.013	4.7	47.89	51.09	10,637	10.83	.48	.020	6,607	6,852	18,343	11.43	.47	.020	1,054	3,904	2.8
Maplewood.....	Essex.....	23.1	2.76	.56	.018	6.1	69.13	76.53	8,291	1.55	.38	.015	178	N. A.	16,789	1.74	.43	.018	726	2,754	3.4

Before using these figures, see explanation page 9.

NEW JERSEY—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Fam- ily dollars	Thous- ands of \$1500 Pre- ferred families
Millville.....	Cumberland...	14.8	20.23	.36	.011	4.2	48.55	20.04	7,183	18.67	.33	.013	1,367	12,905	12,363	19.80	.32	.014	835	2,968	1.0
Montclair.....	Essex.....	39.8	4.75	.96	.030	10.3	47.16	74.74	29,168	5.44	1.33	.054	1,403	1,311	55,630	5.76	1.43	.061	1,397	5,398	9.3
Morristown.....	Morris.....	15.3	12.14	.37	.012	4.0	34.64	41.72	19,495	32.27	.89	.036	6,379	965	25,457	22.48	.65	.028	1,667	5,396	2.8
Newark.....	Essex.....	429.8	51.32	10.33	.326	112.2	18.01	33.36	330,511	61.64	15.02	.611	577,483	560,376	492,382	50.98	12.63	.540	1,146	4,389	65.2
New Brunswick.....	Middlesex.....	33.2	15.28	.80	.025	8.7	35.39	35.81	33,674	31.45	1.53	.062	19,805	60,691	33,225	18.44	.85	.036	1,001	3,834	5.4
North Bergen...	Hudson.....	39.7	6.09	.95	.030	11.0	26.78	38.15	13,276	4.57	.60	.025	7,107	N. A.	24,235	4.32	.62	.027	610	2,205	6.2
Nutley.....	Essex.....	22.0	2.62	.53	.017	5.6	52.41	48.52	7,287	1.36	.33	.013	309	10,887	20,575	2.13	.53	.023	937	3,660	3.6
Ocean City.....	Cape May.....	4.7	16.16	.11	.004	1.4	47.05	112.24	6,263	26.92	.28	.012	N. A.	N. A.	4,753	12.68	.12	.005	1,017	3,342	.8
Orange.....	Essex.....	35.7	4.27	.86	.027	9.3	27.18	40.74	19,149	3.57	.87	.035	4,340	14,322	41,985	4.35	1.08	.046	1,175	4,539	6.6
Passaic.....	Passaic.....	61.4	19.85	1.48	.047	16.0	21.22	29.78	54,019	27.17	2.46	.100	41,496	13,704	56,214	17.55	1.44	.062	916	3,508	8.6
Paterson.....	Passaic.....	139.7	45.14	3.36	.106	38.7	26.00	26.60	105,063	52.84	4.78	.194	65,567	139,649	130,798	40.84	3.35	.144	937	3,381	22.8
Perth Amboy.....	Middlesex.....	41.2	19.00	.99	.031	10.3	30.21	29.12	31,053	29.00	1.41	.057	30,069	247,716	34,211	18.99	.88	.038	830	3,324	5.4
Phillipsburg.....	Warren.....	18.3	36.50	.44	.014	4.8	39.45	24.64	6,684	31.34	.30	.012	2,644	28,343	11,889	30.24	.30	.013	649	2,462	2.4
Plainfield.....	Union.....	37.5	11.41	.90	.029	9.9	39.15	46.03	34,173	20.04	1.55	.063	13,022	14,650	41,288	13.22	1.08	.045	1,102	4,185	6.7
Pleasantville.....	Atlantic.....	11.1	8.91	.27	.008	3.1	43.84	21.70	5,122	6.42	.23	.010	4,388	390	9,047	6.74	.23	.010	819	2,918	2.1
Princeton.....	Mercer.....	7.7	3.91	.18	.006	2.1	32.96	69.92	8,262	7.70	.38	.015	N. A.	N. A.	10,073	5.75	.26	.011	1,305	4,722	1.4
Rahway.....	Union.....	17.5	5.33	.42	.013	4.7	46.68	37.45	8,680	5.09	.39	.016	2,746	24,846	15,952	5.11	.41	.018	912	3,395	2.9
Red Bank.....	Monmouth.....	11.0	6.81	.26	.008	3.0	45.51	38.28	15,308	15.58	.70	.028	2,615	N. A.	12,570	7.83	.32	.014	1,145	4,225	2.4
Ridgewood.....	Bergen.....	14.9	3.65	.36	.011	4.2	64.66	73.43	9,119	5.07	.41	.017	350	860	18,448	5.42	.47	.020	1,234	4,429	3.5
Rutherford.....	Bergen.....	15.5	3.78	.37	.012	4.4	54.06	53.70	8,845	4.92	.40	.016	335	10,350	15,735	4.63	.40	.017	1,017	3,579	3.0
Salem.....	Salem.....	8.6	20.39	.21	.007	2.4	36.36	24.57	5,899	30.47	.27	.011	1,785	N. A.	8,358	26.72	.21	.009	970	3,430	1.4
Somerville.....	Somerset.....	8.7	11.72	.21	.007	2.4	44.54	40.03	9,411	29.98	.43	.017	7,300	N. A.	10,811	18.68	.28	.012	1,240	4,508	2.0
South Orange.....	Essex.....	13.7	1.64	.33	.010	3.4	65.68	106.33	9,914	1.71	.42	.017	N. A.	622	16,186	1.68	.42	.018	1,178	4,765	2.6
South River.....	Middlesex.....	10.7	4.94	.26	.008	2.5	53.32	33.07	4,908	4.58	.22	.009	537	5,878	8,329	4.62	.21	.009	777	3,275	1.1
Summit.....	Union.....	16.2	4.92	.39	.012	4.1	48.33	75.29	9,846	5.77	.45	.018	418	4,375	15,798	5.06	.41	.017	977	3,827	3.1

Before using these figures, see explanation page 9.

1942 Population Estimates for 104 Leading Cities

Population Changes to January 1, 1942

(Continued from page 61)

	1940 census	Estimated Increase from 1940 census to Jan. 1, 1942	% Increase 1940 census to Jan. 1, 1942		1940 census	Estimated Increase from 1940 census to Jan. 1, 1942	% Increase 1940 census to Jan. 1, 1942
New Orleans, La.....	494,537	6,300	1.3%	Rock Island, Ill.....	42,775	5,000	11.7%
Oklahoma City, Okla...	204,424	8,500	4.2	Davenport, Iowa.....	66,035	4,000	6.1
Omaha, Nebr.....	223,844	6,800	3.0	Moline, Ill.....	34,608	3,000	8.7
Orlando, Fla.....	36,736	2,500	6.8	Saginaw, Mich.....	82,794	2,200	2.7
Philadelphia, Pa.....	1,931,334	25,000	1.3	Bay City, Mich.....	47,956	2,000	4.2
Another 40,000 esti- mated for suburban areas, which at 1940 census had 500,000 population.				Midland, Mich.....	10,399	1,000	9.7
Pontiac, Mich.....	66,626	3,500	5.3	St. Louis, Mo.....	816,048	30,000	3.7
Portland, Me.....	73,643	14,000	19.0	Salt Lake City, Utah...	149,934	8,000	5.3
South Portland, Me...	15,781	6,200	39.3	San Antonio, Texas...	253,854	30,000	11.8
Portland, Ore.....	305,394	24,000	7.9	San Francisco, Calif....	634,536	30,500	4.8
Providence, R. I.....	253,504	1,500	.6	Oakland, Calif.....	302,163	36,000	11.9
East Providence, R. I..	32,165	1,500	4.7	Vallejo, Calif.....	20,072	30,000	149.0
Raleigh, N. C.....	46,897	8,100	17.3	Richmond, Calif.....	23,642	9,500	40.2
Extension of city limits Jan. 1, 1942 added 6,724 to population.				Schenectady, N. Y.....	87,549	5,100	5.8
Richmond, Va.....	193,042	12,800	6.6	Scranton, Pa.....	104,404	2,800	2.0
Of this increase 10,270 is attributed to exten- sion of city limits re- cently.				Seattle, Wash.....	368,302	30,000	8.1
Roanoke, Va.....	69,287	2,000	2.9	Bremerton, Wash....	15,134	5,000	33.0
Rockford, Ill.....	84,637	7,400	8.7	Seattle Met. Area....	452,639	50,000	11.0
				Shreveport, La.....	98,167	14,000	14.3
				Spartanburg, S. C.....	32,249	2,000	6.2
				Springfield, Mass.....	149,554	6,000	4.0
				Spokane, Wash.....	122,001	1,300	1.1
				Syracuse, N. Y.....	205,967	3,000	1.5
				Tampa, Fla.....	108,391	10,000	9.2
				Toledo, Ohio.....	282,349	10,000	3.5
				Tulsa, Okla.....	142,157	8,000	5.6
				Waco, Texas.....	55,982	2,200	4.0
				Waterbury, Conn.....	99,314	5,000	5.0
				Wheeling, W. Va.....	61,099	1,100	1.8
				Wilmington, Del.....	112,504	2,900	2.6

APRIL 10, 1942

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NEW JERSEY—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thou- sands of \$1500 Pre- ferred families
Teaneck.....	Bergen.....	25.3	6.17	.61	.019	6.9	68.89	60.22	8,676	4.83	.38	.016	125	N. A.	22,114	6.50	.57	.024	875	3,203	5.2
Trenton.....	Mercer.....	124.7	63.20	3.00	.095	29.6	40.09	30.78	91,009	84.81	4.14	.168	62,317	102,629	117,024	66.85	3.00	.128	938	3,954	15.0
Union.....	Union.....	24.7	7.53	.59	.019	6.5	64.83	46.77	8,530	5.00	.39	.016	2,863	N. A.	16,450	5.27	.42	.018	665	2,513	3.4
Union City.....	Hudson.....	56.2	8.61	1.35	.043	16.8	16.20	31.09	42,249	14.55	1.92	.078	8,152	31,086	59,807	10.67	1.53	.068	1,065	3,567	9.5
Vineland.....	Cumberland.....	7.9	1.081	.19	.008	2.2	42.90	27.90	13,559	35.25	.62	.025	3,977	N. A.	6,513	10.43	.17	.007	823	2,992	.9
Westfield.....	Union.....	18.5	5.62	.44	.014	4.8	58.88	67.00	8,929	5.24	.40	.017	N. A.	1,163	15,445	4.95	.40	.017	837	3,193	3.6
West New York.....	Hudson.....	39.4	6.05	.95	.030	11.4	15.48	34.83	22,232	7.66	1.01	.041	3,218	24,108	32,996	5.89	.85	.036	937	2,894	7.1
West Orange.....	Essex.....	25.7	3.06	.62	.020	6.6	51.68	53.65	8,252	1.54	.38	.015	N. A.	N. A.	15,705	1.63	.40	.017	612	2,395	4.6
Woodbridge.....	Middlesex.....	27.2	12.63	.65	.021	6.5	48.85	30.44	6,755	6.31	.31	.012	450	N. A.	17,656	9.80	.45	.019	649	2,726	3.3
Woodbury.....	Gloucester.....	8.3	11.50	.20	.006	2.4	50.15	38.51	6,803	28.32	.31	.013	258	N. A.	9,135	20.21	.23	.010	1,100	3,869	1.3
TOTAL ABOVE CITIES.....		2,716.2		65.34	2.064	719.3			1701,442		77.34	3.145			2664,270		68.31	2.924	980	3,704	432.6
STATE TOTAL.....		4,160.2			3.160	1100.	39.43		2199,996			4.067			3900,008			4.280	937	3,545	725.4

For New Jersey County figures, see page 102.

PENNSYLVANIA—City Data

Alliquippa.....	Beaver.....	27.0	17.24	.27	.021	6.2	39.29	25.66	11,342	18.76	.25	.021	1,350	N. A.	18,435	16.75	.24	.020	682	2,976	3.8
Allentown.....	Lehigh.....	96.9	54.58	.98	.074	25.3	39.71	30.14	65,905	72.55	1.48	.122	45,531	105,037	88,246	61.71	1.15	.097	911	3,485	16.8
Altoona.....	Blair.....	80.2	57.15	.81	.061	21.4	43.13	24.58	43,413	70.53	.97	.080	21,464	18,850	62,500	63.59	.82	.069	779	2,926	11.1
Ambridge.....	Beaver.....	19.0	12.10	.19	.015	4.6	37.25	27.24	10,661	17.64	.24	.020	2,292	36,059	13,736	12.48	.18	.015	724	2,975	2.6
Beaver Falls.....	Beaver.....	17.1	10.91	.17	.013	4.5	42.90	26.11	14,415	23.85	.32	.027	3,204	12,691	14,196	12.90	.19	.016	830	3,128	2.7
Berwick.....	Columbia.....	13.2	25.64	.13	.010	3.5	49.08	18.49	5,359	31.52	.12	.010	781	11,714	8,190	29.27	.11	.009	621	2,360	1.3
Bethlehem.....	Lehigh- Northampton	58.558	.044	14.9	43.98	31.25	29,51066	.055	31,309	N. A.	44,12558	.049	754	2,962	7.8
Bloomsburg.....	Columbia.....	9.8	19.06	.10	.007	2.9	42.45	24.91	6,778	39.86	.15	.013	2,882	N. A.	7,689	27.48	.10	.008	785	2,671	1.1
Braddock.....	Allegheny.....	18.3	1.30	.19	.014	4.4	21.35	23.85	15,105	2.03	.34	.028	9,064	4,362	15,742	1.21	.21	.017	859	3,568	2.4
Bradford.....	McKean.....	17.7	31.22	.18	.013	5.0	45.69	33.15	13,783	52.19	.31	.025	11,527	14,343	18,210	38.69	.24	.020	1,029	3,678	3.2
Bristol.....	Bucks.....	11.9	11.04	.12	.009	2.8	50.14	23.24	4,897	12.87	.11	.009	1,105	21,846	7,881	11.63	.10	.009	663	2,837	1.4
Brownsville.....	Fayette.....	8.0	3.99	.08	.006	2.1	32.05	20.55	7,977	11.56	.18	.015	N. A.	N. A.	6,804	5.50	.09	.007	824	3,207	.9
Butler.....	Butler.....	24.5	27.94	.25	.019	6.5	40.63	29.30	22,271	63.31	.50	.041	14,048	10,843	20,983	36.08	.27	.023	857	3,246	3.4
Canonsburg.....	Washington.....	12.6	5.98	.13	.010	3.0	46.02	25.59	6,463	8.15	.15	.012	2,003	N. A.	8,604	6.38	.11	.009	683	2,844	1.5
Carbondale.....	Lackawanna.....	19.4	6.43	.20	.015	4.7	45.58	22.88	8,897	7.60	.20	.017	11,337	2,907	15,174	7.19	.20	.017	783	3,218	2.6
Carlisle.....	Cumberland.....	14.0	18.69	.14	.011	4.0	40.67	25.69	10,057	34.44	.23	.019	1,742	14,515	11,940	25.31	.16	.013	854	3,003	1.7
Carnegie.....	Allegheny.....	12.7	.90	.13	.010	3.1	38.93	29.18	7,651	1.03	.17	.014	718	8,027	10,130	.78	.13	.011	800	3,294	1.7
Chambersburg.....	Franklin.....	14.9	21.41	.15	.011	4.2	38.47	22.28	11,022	44.31	.25	.020	7,287	15,103	12,264	30.15	.16	.013	826	2,927	1.5
Charlertot.....	Washington.....	10.8	5.11	.11	.008	2.9	37.96	25.10	10,350	13.04	.23	.019	6,394	N. A.	8,597	6.38	.11	.009	797	2,940	2.1
Cheltenham.....	Montgomery.....	19.1	6.60	.19	.014	4.9	63.57	69.80	5,771	3.94	.13	.011	N. A.	N. A.	14,960	5.80	.20	.016	784	3,074	2.3
Chester.....	Delaware.....	59.3	19.08	.60	.045	14.8	37.14	28.83	35,636	27.55	.80	.066	10,472	150,243	51,426	21.26	.67	.056	867	3,467	8.3
Clearfield.....	Clearfield.....	9.4	10.18	.09	.007	2.5	47.04	24.52	6,815	24.97	.16	.013	1,677	N. A.	7,094	14.03	.09	.008	757	2,892	1.1
Coatesville.....	Chester.....	14.0	10.33	.14	.011	3.6	36.38	27.16	10,688	17.89	.24	.020	3,608	N. A.	11,406	11.83	.15	.013	814	3,161	1.7
Columbia.....	Lancaster.....	11.5	5.43	.12	.009	3.0	55.06	19.66	4,201	4.08	.09	.008	561	8,044	9,043	5.54	.12	.010	783	3,003	1.1
Connellsville.....	Fayette.....	13.6	6.77	.14	.010	3.5	42.28	22.21	9,602	13.92	.22	.018	2,255	1,166	10,053	8.37	.13	.011	739	2,836	1.9
Coraopolis.....	Allegheny.....	11.1	.79	.11	.008	2.8	38.60	33.52	5,338	.72	.12	.010	736	10,019	9,187	.71	.12	.010	829	3,293	1.8
Darby.....	Delaware.....	10.3	3.33	.10	.008	2.4	40.78	28.03	6,385	4.94	.14	.012	264	2,810	7,780	3.22	.10	.009	753	3,179	1.2
Donora.....	Washington.....	13.2	6.25	.13	.010	3.2	40.11	21.71	5,645	7.11	.13	.010	751	N. A.	8,414	6.98	.12	.010	714	2,934	1.5
Dormont.....	Allegheny.....	13.0	.92	.13	.010	3.8	40.83	56.01	6,925	.93	.16	.013	2,064	306	11,088	.85	.14	.012	855	2,921	3.0
Du Bois.....	Clearfield.....	12.1	13.12	.12	.009	3.2	43.87	22.98	8,499	31.13	.19	.016	6,787	2,662	9,067	17.93	.12	.010	751	2,827	1.4
Dunmore.....	Lackawanna.....	23.1	7.66	.23	.018	5.3	51.60	27.81	4,250	3.63	.10	.008	370	N. A.	14,108	6.69	.18	.015	611	2,663	2.7
Duquesne.....	Allegheny.....	20.7	1.47	.21	.016	4.9	39.24	26.98	5,953	.80	.13	.011	237	N. A.	14,965	1.15	.20	.016	723	3,053	2.5
Easton.....	Northampton.....	33.6	19.88	.34	.026	9.4	35.33	30.31	27,764	34.79	.62	.051	11,685	19,506	33,619	23.91	.44	.037	1,001	3,583	6.2
Ellwood City.....	Beaver- Lawrence	12.312	.009	3.1	55.87	27.74	7,44017	.014	952	N. A.	9,42112	.010	764	3,075	1.8
Ephrata.....	Lancaster.....	6.2	2.92	.06	.005	1.8	44.26	26.74	4,969	4.82	.11	.009	1,661	N. A.	5,679	3.48	.07	.006	916	3,182	.8
Erie.....	Erie.....	117.0	64.66	1.18	.088	30.7	38.73	27.49	65,490	74.54	1.47	.121	39,057	N. A.	96,724	62.95	1.26	.106	827	3,148	15.8
Farrell.....	Mercer.....	13.9	13.76	.14	.010	3.2	43.67	20.71	4,298	9.59	.10	.008	992	N. A.	8,570	11.63	.11	.009	617	2,660	1.5
Franklin.....	Venango.....	9.9	15.55	.10	.008	2.8	44.95	27.53	6,682	27.23	.15	.012	935	N. A.	9,712	21.82	.13	.011	976	3,432	1.6
Greensburg.....	Westmoreland.....	16.7	5.52	.17	.013	4.3	39.41	34.91	17,307	16.21	.39	.032	10,141	8,530	12,595	6.60	.16	.014	752	2,923	2.5
Hanover.....	York.....	13.1	7.35	.13	.010	3.7	44.43	22.57	9,724	12.38	.22	.018	3,882	20,617	11,835	8.28	.15	.013	890	3,162	1.6
Harriaburg.....	Dauphin.....	83.9	47.29	.85	.064	23.8	36.84	35.51	68,291	71.77	1.53	.126	64,478	41,624	87,292	55.36	1.14	.096	1,041	3,673	14.5
Hazleton.....	Luzerne.....	38.0	8.61	.38	.029	8.9	38.00	31.68	22,970	14.58	.52	.042	17,254	19,456	30,153	10.47	.39	.033	793	3,396	4.8
Homestead.....	Allegheny.....	19.0	1.35	.19	.014	4.7	27.12	25.79	13,816	1.86	.31	.026	3,030	1,352	16,764	1.29	.22	.018	680	3,580	2.6
Honesdale.....	Wayne.....	5.7	19.00	.06	.004	1.7	53.90	24.76	5,182	50.07	.12	.010	2,115	N. A.	5,121	27.11	.07	.006	900	2,977	.8
Huntingdon.....	Huntingdon.....	7.2	17.14	.07	.005	2.1	47.67	27.07	5,829	46.46	.13	.011	2,153	N. A.	6,507	32.73	.09	.007	908	3,093	1.0

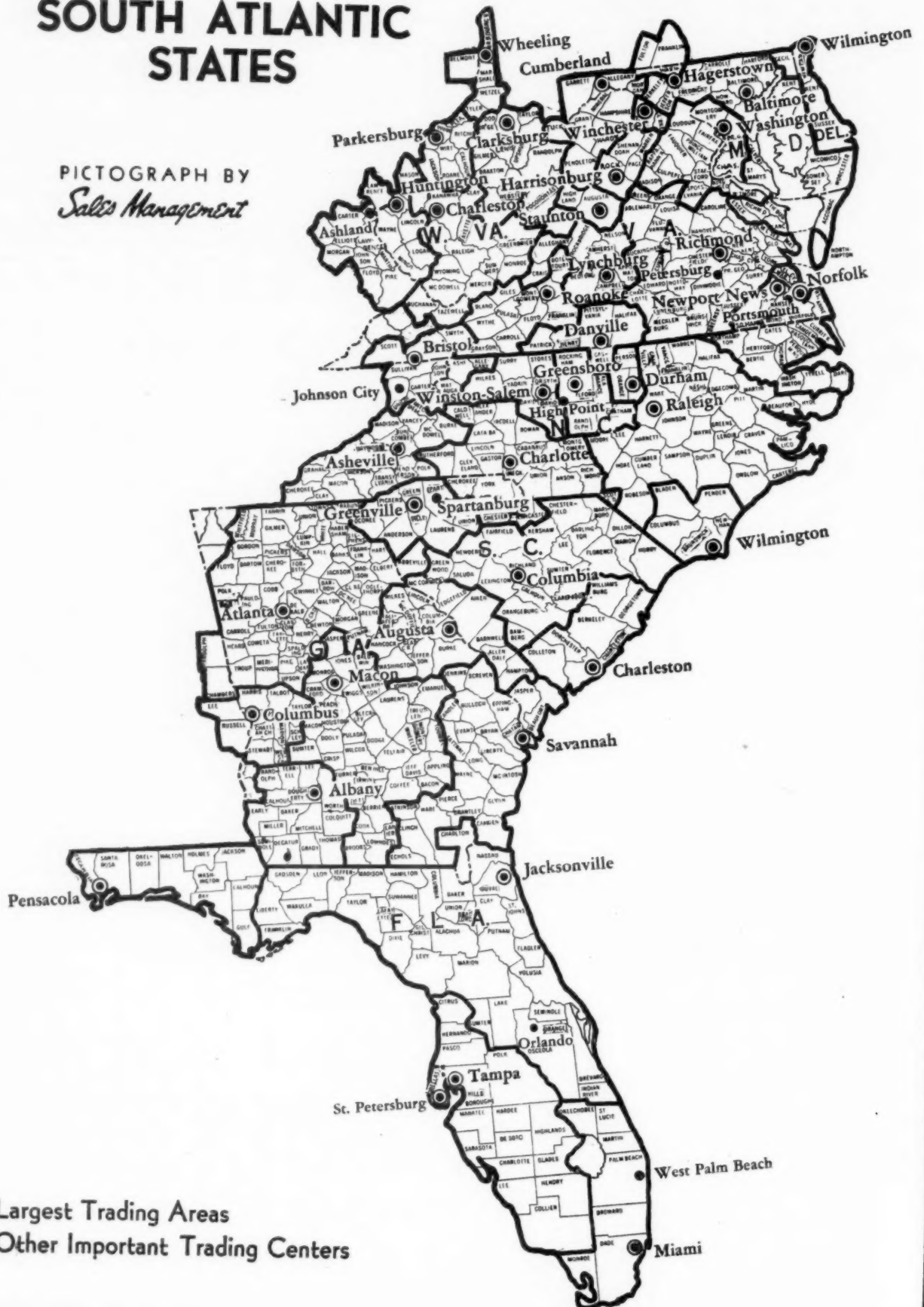
PENNSYLVANIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Families, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Indiana.....	Indiana.....	10.1	12.59	.10	.008	2.8	46.46	32.18	10,499	42.74	.24	.019	6,446	2,172	7,938	19.60	.11	.009	790	2,811	1.3
Jeannette.....	Westmoreland.....	16.2	5.35	.16	.012	4.2	45.07	25.85	7,672	7.19	.17	.014	2,688	23,405	12,443	6.52	.16	.014	767	2,985	1.7
Jenkintown.....	Montgomery.....	5.0	1.74	.05	.004	1.2	56.88	89.83	11,934	8.15	.27	.022	2,400	N. A.	4,305	1.67	.06	.005	857	3,463	.6
Johnstown.....	Cambria.....	66.7	31.23	.67	.051	16.3	34.68	25.13	48,764	57.37	1.10	.090	27,263	N. A.	55,282	40.57	.72	.061	829	3,390	8.6
Kingston.....	Luzerne.....	20.7	4.68	.21	.016	5.4	38.57	34.41	10,224	6.49	.23	.019	6,405	14,916	17,574	6.10	.23	.019	850	3,267	3.1
Kittanning.....	Armstrong.....	7.6	9.31	.08	.006	2.1	32.24	23.41	8,043	33.37	.18	.015	4,162	N. A.	6,121	13.80	.08	.007	811	2,941	.9
Lancaster.....	Lancaster.....	61.3	28.87	.62	.047	17.0	41.87	28.98	48,370	46.95	1.09	.089	30,088	50,410	64,163	39.28	.84	.071	1,048	3,794	9.1
Lansdale.....	Montgomery.....	9.3	3.22	.09	.007	2.5	56.62	42.04	6,088	4.16	.14	.011	4,076	N. A.	8,162	3.16	.11	.009	876	3,241	1.0
Latrobe.....	Westmoreland.....	11.1	3.66	.11	.008	2.8	52.79	28.28	6,303	5.91	.14	.012	1,137	14,063	9,185	4.82	.12	.010	827	3,229	1.4
Lebanon.....	Lebanon.....	27.2	37.45	.27	.021	7.4	42.97	24.14	17,546	55.34	.39	.032	6,084	36,171	24,793	46.88	.32	.027	911	3,358	2.7
Lewistown.....	Mifflin.....	13.0	30.28	.13	.010	3.7	39.92	28.41	11,864	70.55	.27	.022	3,337	N. A.	11,866	42.98	.16	.013	912	3,197	2.0
Lock Haven.....	Clinton.....	10.8	31.28	.11	.008	2.9	38.46	24.76	8,062	63.45	.18	.015	2,779	13,572	9,061	44.51	.12	.010	838	3,145	1.2
Lower Merion.....	Montgomery.....	39.6	13.68	.40	.030	9.7	51.20	94.22	27,965	19.10	.63	.052	2,148	N. A.	36,401	14.10	.48	.040	920	3,747	4.9
McKeesport.....	Allegheny.....	55.4	3.92	.56	.042	14.3	39.99	30.35	37,001	4.98	.83	.068	15,750	N. A.	48,081	3.69	.63	.053	869	3,369	7.8
McKees Rocks.....	Allegheny.....	17.0	1.21	.17	.013	4.2	29.83	24.12	7,860	1.06	.18	.015	6,567	18,632	14,628	1.12	.19	.016	859	3,480	2.2
Mahanoy City.....	Schuylkill.....	13.4	5.89	.14	.010	3.2	42.65	23.98	5,445	7.44	.12	.010	1,289	1,472	9,168	6.95	.12	.010	682	2,867	1.6
Meadville.....	Crawford.....	18.9	26.41	.19	.014	5.5	38.28	34.01	15,799	50.74	.36	.029	2,204	15,350	18,056	35.23	.24	.020	954	3,296	3.2
Monessen.....	Westmoreland.....	20.3	6.68	.20	.015	5.0	35.55	20.38	7,373	6.91	.17	.014	2,219	40,067	13,578	7.12	.18	.015	670	2,724	2.3
Mount Carmel.....	Northumberland.....	17.8	14.01	.18	.014	4.1	45.71	25.90	5,684	13.34	.13	.011	1,635	1,362	10,791	14.41	.14	.012	607	2,618	2.1
Nanticoke.....	Luzerne.....	24.4	5.52	.25	.019	5.9	40.14	21.46	8,916	5.66	.20	.016	1,336	5,793	17,516	6.08	.23	.019	718	2,987	3.0
New Castle.....	Lawrence.....	47.6	49.17	.48	.036	12.7	43.62	24.43	28,556	67.92	.64	.053	14,521	28,117	41,155	56.76	.54	.045	864	3,235	6.7
New Kensington.....	Westmoreland.....	24.1	7.93	.24	.018	6.3	41.00	31.07	17,495	16.39	.39	.032	3,962	N. A.	23,869	12.51	.31	.026	992	3,803	3.1
Norristown.....	Montgomery.....	38.2	13.20	.39	.029	8.4	46.88	34.08	22,952	15.68	.51	.042	7,140	20,737	31,223	12.10	.41	.034	818	3,708	5.2
Oil City.....	Venango.....	20.4	31.86	.21	.015	5.5	46.10	27.84	13,223	53.88	.30	.024	11,567	7,124	19,113	42.94	.25	.021	938	3,497	2.9
Philadelphia.....	Philadelphia.....	1,931.3	100.00	19.51	1.467	507.2	N. A.	N. A.	1088,724	100.00	24.46	2.013	2,545,452	1,915,075	1824,266	100.00	23.85	2.002	945	3,597	316.3
Phoenixville.....	Chester.....	12.3	9.06	.13	.009	2.9	52.74	27.58	5,559	9.31	.12	.010	2,403	13,902	9,343	9.70	.12	.010	761	3,183	1.3
Pittsburgh.....	Allegheny.....	671.7	47.68	6.79	.510	175.2	32.44	34.83	479,036	64.43	10.76	.885	1,130,260	490,117	618,374	47.51	8.08	.679	921	3,530	92.3
Pittsford.....	Luzerne.....	17.8	4.04	.16	.014	3.9	45.01	22.87	9,679	6.14	.22	.018	4,541	2,033	12,650	4.39	.17	.014	710	3,240	2.0
Plymouth.....	Luzerne.....	15.5	3.51	.16	.012	3.7	36.31	19.79	4,774	3.03	.11	.009	344	738	11,969	4.16	.16	.013	772	3,258	1.8
Pottstown.....	Montgomery.....	20.2	6.98	.20	.015	5.5	49.66	28.29	15,336	10.48	.34	.028	7,220	32,261	19,257	7.46	.25	.021	954	3,494	3.0
Pottsville.....	Schuylkill.....	24.5	10.74	.25	.019	6.2	43.54	30.12	19,371	26.46	.44	.036	12,350	9,714	22,107	16.76	.29	.024	901	3,542	3.3
Punxsutawney.....	Jefferson.....	9.5	17.53	.10	.007	2.6	52.09	19.94	6,808	37.41	.15	.013	2,716	N. A.	9,878	32.94	.13	.011	1,042	3,860	.9
Reading.....	Berks.....	110.6	45.71	.12	.084	29.8	43.99	28.18	74,282	63.76	1.67	.137	46,782	82,736	99,509	47.68	1.30	.109	900	3,339	15.0
Seranton.....	Lackawanna.....	140.4	46.61	1.42	.107	35.6	38.36	27.68	76,387	65.24	1.72	.141	65,071	48,114	115,828	54.90	1.51	.127	825	3,251	18.0
Shamokin.....	Northumberland.....	18.8	14.82	.19	.014	4.8	46.74	27.17	11,951	28.04	.27	.022	3,109	6,938	15,898	21.23	.21	.017	845	3,315	2.4
Sharon.....	Mercer.....	25.6	25.36	.26	.019	6.6	52.29	32.60	18,847	42.05	.42	.035	7,400	33,209	25,494	34.60	.33	.028	995	3,886	4.1
Shenandoah.....	Schuylkill.....	19.8	8.67	.20	.015	4.5	36.54	24.35	8,895	12.15	.20	.016	4,581	1,912	12,943	9.81	.17	.014	654	2,892	1.8
Somerset.....	Somerset.....	5.4	6.39	.05	.004	1.5	46.40	27.98	6,964	26.15	.16	.013	1,507	N. A.	4,863	10.80	.06	.005	896	3,210	.8
State College.....	Centre.....	6.2	11.83	.06	.005	1.9	44.98	51.04	6,115	28.53	.14	.011	942	N. A.	7,768	22.41	.10	.009	1,248	4,145	1.0
Stroudsburg.....	Monroe.....	6.2	20.76	.06	.005	1.8	39.28	29.78	7,261	48.25	.16	.013	1,613	N. A.	6,919	26.90	.09	.008	1,118	3,812	.9
Sunbury.....	Northumberland.....	15.5	12.19	.16	.012	4.5	36.66	24.04	9,648	22.64	.22	.018	3,531	7,524	14,902	19.90	.19	.016	964	3,317	2.3
Tamaqua.....	Schuylkill.....	12.5	5.47	.13	.009	3.2	42.43	26.64	5,454	7.45	.12	.010	3,046	N. A.	9,196	6.97	.12	.010	737	2,854	1.8
Tarentum.....	Allegheny.....	9.8	.70	.10	.007	2.7	38.92	25.49	6,900	.93	.16	.013	1,086	N. A.	9,081	.70	.12	.010	922	3,360	1.4
Titusville.....	Crawford.....	8.1	11.34	.08	.006	2.4	56.29	22.63	5,854	18.80	.13	.011	925	N. A.	8,758	17.09	.11	.010	1,078	3,598	1.2
Turtle Creek.....	Allegheny.....	9.8	.69	.10	.007	2.6	37.58	29.47	5,722	.77	.13	.011	437	N. A.	9,335	.72	.12	.010	952	3,639	2.6
Uniontown.....	Fayette.....	21.8	10.86	.22	.017	5.8	38.29	30.70	25,807	37.40	.58	.048	12,077	5,133	16,812	14.00	.22	.019	771	2,916	2.3
Upper Darby.....	Delaware.....	56.9	18.30	.58	.043	16.1	48.64	50.48	33,695	26.05	.76	.062	2,834	N. A.	55,031	22.75	.72	.060	967	3,420	8.4
Vandergrift.....	Westmoreland.....	10.7	3.53	.11	.008	2.7	48.67	26.07	5,468	5.12	.12	.010	805	N. A.	8,070	4.23	.11	.009	752	2,971	1.6
Warren.....	Warren.....	14.9	34.80	.15	.011	4.3	50.59	27.21	17,969	74.58	.40	.033	6,913	19,067	13,572	35.39	.18	.015	911	3,160	2.4
Washington.....	Washington.....	26.2	12.41	.27	.020	7.0	36.28	26.17	22,100	27.85	.50	.041	6,735	20,106	22,489	16.68	.29	.025	859	3,216	2.7
Waynesboro.....	Franklin.....	10.2	14.75	.10	.008	2.9	41.74	23.76	5,600	22.51	.13	.010	649	5,172	8,410	20.68	.11	.009	822	2,901	1.3
West Chester.....	Chester.....	13.3	9.80	.14	.010	3.5	42.82	33.98	13,501	22.60	.30	.025	1,362	4,552	11,716	12.15	.15	.013	882	3,320	2.3
Wilkes-Barre.....	Luzerne.....	86.2	19.53	.87	.065	20.4	37.44	28.01	56,266	35.72	1.26	.104	60,870	45,794	78,575	27.29	1.03	.088	911	3,859	10.6
Williamsport.....	Lycoming.....	29.9	2.11	.30	.023	8.7	33.79	42.95	14,239	1.92	.32	.026	3,182	1,303	31,499	2.42	.41	.035	1,055	3,618	6.5
York.....	York.....	44.4	47.37	.45	.034	12.4	39.38	26.41	28,377	69.04	.64	.052	15,126	41,062	40,631	55.43	.53	.045	916	3,268	7.0
York.....	York.....	56.7	31.86	.57	.043	15.8	40.95	26.69	40,566	51.63	.91	.075	34,206	91,436	55,167	39.25	.72	.061	973	3,484	7.7
TOTAL ABOVE CITIES.....		5,152.2		52.04	3.913	1346.			3212,119		72.18	5.938			4631,409		60.54	5.083	899	3,442	760.1

TRADING AREAS of SOUTH ATLANTIC STATES

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Sales Management



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South Atlantic States—County Data

DELAWARE—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Kent.....	38	34.4	.026	58	9.7	8.0	2.74	50.13	.034	1,196	100	33	28,408	.031	2,937	3,249	3.3	.032	123
New Castle (Wilmington).....	38	179.6	.136	411	45.9	41.0	1.59	44.54	.223	8,181	133	94	173,993	.191	3,787	4,034	23.9	.205	151
Sussex.....	38	52.5	.040	56	14.9	12.7	4.66	52.95	.057	2,869	131	34	42,599	.047	2,855	3,111	4.6	.053	133
STATE TOTAL.....		286.5	.202	135	70.5	61.7	8.99	47.08	.314	12,246	128	76	245,000	.269	3,473	3,737	31.8	.290	144

For Delaware City figures, see page 140.

DISTRICT OF COLUMBIA

Washington, D. C.....	42	663.1	.504	10,807	173.4	133.5	.07	29.95	600,000	1.109	35,186	130	173	985,000	1.081	5,679	6,528	144.5	1.069	212
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For District of Columbia City figures, see page 140.

MARYLAND—County Data

Allegany.....	40	87.0	.066	204	21.8	21.5	1.13	44.37	40,786	.075	1,931	114	46	68,723	.075	3,146	3,172	12.0	.072	109
Anne Arundel.....	39	68.4	.052	164	15.1	11.9	1.55	56.42	21,884	.040	2,786	146	48	40,310	.044	2,667	3,031	8.8	.044	85
*Baltimore (Baltimore).....	39	1,014.9	.771	1,473	265.1	223.9	3.82	43.26	592,141	1.095	34,799	137	82	973,577	1.069	3,672	4,026	146.4	1.056	137
Calvert.....	39	10.5	.008	48	2.4	1.5	1.18	55.46	2,753	.005	270	158	15	5,052	.006	2,121	2,729	N. A.	.006	75
Caroline.....	39	17.5	.013	55	4.9	4.0	1.82	50.02	5,650	.010	489	141	20	10,090	.011	2,075	2,296	N. A.	.011	85
Carroll.....	39	39.1	.030	86	9.5	9.1	3.19	56.97	12,855	.024	1,172	140	26	23,634	.026	2,490	2,543	3.0	.025	83
Cecil.....	38	26.4	.020	75	6.3	5.8	1.45	49.80	8,527	.016	822	133	45	15,594	.017	2,462	2,580	2.5	.017	85
Charles.....	42	17.6	.013	39	3.8	2.5	1.28	53.82	4,482	.008	614	148	28	7,385	.008	1,954	2,439	1.3	.009	69
Dorchester.....	39	28.0	.021	48	7.2	5.2	1.48	47.60	9,420	.017	601	116	21	16,624	.018	2,296	2,723	N. A.	.017	81
Frederick.....	39	57.3	.044	88	14.3	13.2	3.47	51.78	25,354	.047	1,216	116	32	43,770	.048	3,060	3,197	6.2	.046	105
Garrett.....	40	22.0	.017	33	5.0	5.0	2.07	56.41	5,719	.011	333	132	13	8,982	.010	1,813	1,814	N. A.	.010	88
Harford.....	39	35.1	.027	78	8.3	7.3	2.27	53.44	12,688	.023	1,765	173	38	22,615	.025	2,733	2,923	4.2	.026	96
Howard.....	39	17.2	.013	68	4.0	3.4	1.01	56.19	6,298	.012	621	150	41	10,246	.011	2,584	2,799	1.4	.012	82
Kent.....	39	13.5	.010	47	3.7	2.7	.85	51.46	5,682	.011	398	127	31	10,189	.011	2,752	3,248	N. A.	.011	110
Montgomery.....	42	83.9	.064	170	21.7	20.2	2.06	64.01	35,373	.065	6,368	142	144	57,711	.064	2,655	2,769	13.9	.073	114
Prince Georges.....	42	89.5	.068	185	21.4	18.3	2.16	58.73	29,229	.054	3,907	128	89	52,245	.057	2,447	2,662	13.0	.060	88
Queen Annes.....	39	14.5	.011	39	3.9	2.8	1.27	46.31	4,067	.008	303	117	24	7,075	.008	1,808	2,147	N. A.	.008	73
St. Marys.....	39	14.6	.011	40	3.1	2.2	1.35	54.28	3,301	.006	331	146	10	5,313	.006	1,723	2,068	N. A.	.006	55
Somerset.....	39	21.0	.016	63	5.5	3.8	1.19	58.41	4,285	.008	411	126	11	7,149	.008	1,290	1,562	N. A.	.008	50
Talbot.....	39	18.8	.014	67	5.3	3.8	1.03	47.12	9,461	.017	555	116	36	15,898	.017	3,018	3,590	N. A.	.017	121

*Baltimore County combined with the City of Baltimore.

Before using these figures, see explanation page 9.

TODAY—More Than Ever Before! *America's Number 1 Market* **WASHINGTON, D. C.**

1,129,100 people who live in the Washington trading area spent \$749,952,000 in retail sales, which is an increase of \$152,712,000 for 1941 over 1940. These same individuals represent the highest family income group in America, with a buying income of \$1,235,085,000!

Is it any wonder then why advertisers find Washington a perennial bright spot where high and stable incomes—expressed in retail sales, income tax returns and high value of owned homes—provide a market which is always at the head of the list for any sales and advertising campaign?

YEAR AFTER YEAR— AMERICA'S NUMBER 1 NEWSPAPER

Again in 1941 and FOR THE 10th CONSECUTIVE YEAR the Evening and Sunday Star leads every newspaper in America with 24,022,352 lines during 1941—further evidence of the continued upswing in advertisers' recognition of the Washington market and the thorough coverage of this market by the "Star."

The Evening Star

New York Office
DAN A. CARROLL
110 E. 42nd St.

WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

Chicago Office
J. E. LUTZ
Tribune Tower

POPULATION

Under commercial and government expansion Washington has had an increase of 117,000* in population since the 1940 census. Present population 780,000—25 mile trading area 1,129,100.

* According to recent Ross Federal Survey.

RETAIL SALES

Washington ranks 6th among metropolitan markets with \$600,000,000 retail sales. Trading area total \$749,952,000.

EFFECTIVE BUYING INCOME

Washington leads the nation in family income — \$5,679*. Trading area total over ONE BILLION DOLLARS.

* Based on 1940 census.

MARYLAND—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% of U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Washington.....	41	68.8	.052	149	17.7	17.3	2.52	43.59	.058	1,723	122	38	52,220	.057	2,951	2,993	10.2	.056	108
Wicomico.....	39	34.5	.026	91	9.7	7.9	2.19	50.53	.033	1,118	126	28	27,931	.031	2,866	3,202	3.8	.032	123
Worcester.....	39	21.2	.016	44	6.0	4.4	1.77	50.18	.020	728	141	20	17,666	.019	2,954	3,466	N. A.	.019	119
STATE TOTAL.....	1,821.3	1.383	184	465.7	397.7	42.11	47.41	900,002	1.663	63,261	136	88	1,499,999	1.646	3,211	3,511	226.7	1.641	119

For Maryland City figures, see page 140.

VIRGINIA—County Data

Accomack.....	39	33.0	.025	70	9.0	6.2	2.18	41.08	.010	644	142	8	8,433	.009	941	1,140	N. A.	.010	40
1 Albemarle.....	114	44.0	.034	59	10.8	8.8	2.60	49.25	.036	1,325	132	44	30,426	.033	2,822	3,212	4.5	.034	100
2 Alleghany.....	109	29.1	.022	65	6.7	5.9	.54	46.80	.019	790	125	41	18,775	.021	2,799	2,998	3.5	.020	81
Amelia.....	114	8.5	.007	23	1.9	1.0	1.49	64.05	.002	117	154	6	1,245	.001	642	886	N. A.	.002	29
Amherst.....	109	20.3	.015	43	4.1	2.9	2.22	53.23	.004	196	129	13	3,557	.004	861	1,036	N. A.	.004	27
Appomattox.....	109	9.0	.007	26	2.0	1.5	1.32	53.71	.003	184	227	7	3,516	.004	1,739	2,018	N. A.	.004	57
3 Arlington.....	42	90.6	.069	2,830	24.7	22.4	.04	50.93	.074	7,778	188	102	62,819	.069	2,545	2,686	21.2	.083	120
4 Augusta.....	111	56.1	.043	56	12.8	11.7	3.73	53.34	.034	1,632	124	33	28,857	.032	2,252	2,370	4.6	.033	77
Bath.....	31	7.2	.006	13	1.5	1.4	.89	58.65	.002	146	96	21	2,135	.002	1,384	1,451	.9	.002	33
Bedford.....	109	29.7	.023	38	6.8	5.5	4.11	58.51	.008	431	141	13	7,161	.008	1,048	1,181	N. A.	.008	38
Bland.....	113	6.7	.005	18	1.4	1.4	.92	61.31	.001	80	190	2	1,157	.001	813	819	N. A.	.001	20
Botetourt.....	113	16.4	.013	30	3.7	3.3	1.70	60.62	.004	226	128	10	3,552	.004	961	1,025	N. A.	.004	31
Brunswick.....	114	19.6	.015	34	4.1	2.0	2.54	51.86	.005	329	167	8	5,321	.006	1,304	1,823	N. A.	.006	40
Buchanan.....	52	31.5	.024	62	6.0	6.0	2.42	49.44	.008	390	108	6	7,403	.008	1,231	1,231	N. A.	.008	33
Buckingham.....	114	13.4	.010	23	2.9	1.7	1.87	65.21	.002	99	98	4	2,587	.003	905	1,167	N. A.	.003	30
5 Campbell.....	109	70.6	.054	130	17.1	13.2	2.66	44.40	.059	1,833	134	44	52,380	.057	3,065	3,518	6.4	.056	104
Caroline.....	114	13.9	.011	26	3.0	1.7	1.80	67.49	.003	230	144	10	3,381	.004	1,116	1,497	N. A.	.004	36
Carroll.....	113	25.9	.020	52	5.7	5.7	4.01	70.88	.004	504	117	6	3,797	.004	662	668	N. A.	.005	25
Charles City.....	114	4.3	.003	23	.9	.3	.37	74.46	.001	59	120	6	841	.001	955	1,590	N. A.	.001	33
Charlotte.....	114	15.9	.012	34	3.4	2.1	2.44	47.23	.003	196	136	5	2,804	.003	837	1,068	N. A.	.003	25
Chesterfield.....	114	31.2	.024	66	7.6	6.3	1.72	63.35	.007	521	121	17	7,063	.008	929	1,027	3.3	.008	33
Clarke.....	44	7.2	.006	41	1.8	1.4	.57	45.49	.003	157	137	24	3,457	.004	1,975	2,189	.5	.004	67
Craig.....	109	3.8	.003	11	.9	.9	.54	62.33	.001	61	161	5	1,057	.001	1,164	1,177	N. A.	.001	33
Culpeper.....	42	13.4	.010	34	3.1	2.3	1.23	57.89	.001	294	142	21	6,673	.007	2,137	2,587	1.3	.007	70
Cumberland.....	114	7.5	.006	26	1.6	.8	1.45	68.79	.001	79	165	3	1,224	.001	750	1,031	N. A.	.001	17
Dickenson.....	140	21.3	.016	64	4.2	4.1	2.19	49.99	.005	224	107	7	4,807	.005	1,157	1,174	N. A.	.005	31
6 Dinwiddie.....	114	48.8	.037	95	11.3	6.0	1.84	34.48	.036	1,309	152	33	29,549	.032	2,623	3,555	5.0	.034	92
7 Elizabeth City.....	110	38.2	.029	670	7.5	5.4	.28	54.57	.018	2,515	171	50	17,253	.019	2,298	2,730	5.2	.023	79
Essex.....	39	7.0	.005	28	1.6	.9	.96	68.41	.003	153	138	11	2,180	.002	1,324	1,818	N. A.	.003	60
Fairfax.....	42	40.9	.031	98	8.8	7.8	1.48	70.54	.011	1,656	195	25	10,734	.012	1,227	1,305	4.0	.014	45
Fauquier.....	42	21.0	.018	32	4.9	3.6	2.18	53.00	.011	574	135	23	10,162	.011	2,071	2,438	1.7	.011	69
Floyd.....	113	12.0	.009	31	2.8	2.7	2.28	75.06	.002	158	150	2	2,425	.003	859	878	N. A.	.003	33
Fluvanna.....	114	7.1	.005	25	1.7	1.1	1.16	73.28	.001	113	143	9	1,594	.002	962	1,198	N. A.	.002	40
Franklin.....	113	25.9	.020	36	5.5	4.8	3.87	62.36	.005	377	151	5	4,926	.005	890	962	1.9	.005	25
8 Frederick.....	44	26.1	.020	60	6.7	6.4	1.68	48.09	.022	615	131	31	18,307	.020	2,720	2,803	2.4	.020	100
Giles.....	113	14.6	.011	41	3.1	3.0	1.34	51.99	.005	438	189	11	4,322	.005	1,388	1,416	N. A.	.006	55
Gloucester.....	114	9.5	.007	42	2.5	1.6	1.25	81.56	.004	288	150	12	3,195	.004	1,292	1,594	N. A.	.004	57
Goochland.....	114	8.5	.007	29	1.7	.9	1.36	75.59	.001	95	112	7	1,306	.001	765	1,035	N. A.	.001	14
Grayson.....	113	21.9	.017	49	5.0	4.8	2.94	64.40	.008	160	139	1	7,311	.008	1,475	1,501	N. A.	.008	47
Greene.....	114	5.2	.004	34	1.1	.9	.83	63.35	.001	57	116	4	964	.001	864	955	N. A.	.001	25
Greensville.....	114	14.9	.011	49	3.1	1.4	1.11	39.96	.006	252	146	12	5,153	.006	1,647	2,377	N. A.	.006	55
Halifax.....	108	41.3	.031	51	8.7	5.1	5.89	41.82	.012	575	136	10	11,065	.012	1,267	1,653	N. A.	.012	39
Hanover.....	114	18.5	.014	40	4.2	2.9	1.95	66.12	.006	591	138	22	6,034	.007	1,448	1,737	N. A.	.007	50
9 Henrico (Richmond).....	114	235.0	.179	897	61.6	44.5	1.08	36.45	.271	9,918	131	91	228,451	.251	3,708	4,398	32.9	.258	144
10 Henry.....	108	36.6	.028	93	7.9	6.1	2.24	46.33	.018	1,150	150	18	15,507	.017	1,960	2,246	3.5	.018	64
Highland.....	111	4.9	.004	12	1.1	1.1	.67	67.83	.001	59	88	4	1,071	.001	987	1,000	N. A.	.001	25
Isle of Wight.....	112	13.4	.010	42	3.1	1.7	1.25	39.99	.005	315	141	10	4,701	.005	1,506	2,042	N. A.	.005	90

Before using these figures, see explanation page 9.

- 1 Albemarle County combined with Charlottesville (independent city).
- 2 Alleghany County combined with Clifton Forge (independent city).
- 3 Arlington County combined with Alexandria (independent city).
- 4 Augusta County combined with Staunton (independent city).
- 5 Campbell County combined with Lynchburg (independent city).

- 6 Dinwiddie County combined with Petersburg (independent city).
- 7 Elizabeth City County combined with Hampton (independent city).
- 8 Frederick County combined with Winchester (independent city).
- 9 Henrico County combined with Richmond (independent city).
- 10 Henry County combined with Martinsville (independent city).



Let's go "Sale-ing" IN NORFOLK

Norfolk leads the entire Fifth Federal Reserve District with a 56% *INCREASE* in retail sales volume for January 1942 over January 1941. Norfolk sales gains top the greatest gains of the biggest, busiest cities of five states and leads the next closest city, Washington, D. C., by 6%, and leads the average of the *entire district* by 11%!

So if you have a product to sell you can sell *more* of it *faster* in the sky-rocketing Norfolk Market.

And selling to busy Norfolk folks is easiest and cheapest on WTAR, their favorite station for 19 years, and the ONE station that regularly contacts the majority of listeners in the humming Norfolk Market.

WTAR is a "must" for your summer schedules.




WTAR

NORFOLK
VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

VIRGINIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er, %
11James City.....114	8.8	.007	59	1.7	1.1	.34	53.13	3,558	.007	345	151	54	5,834	.006	3,355	4,191	.9	.007	100
King and Queen.....114	7.0	.005	22	1.6	.8	1.20	75.26	438	.001	74	119	4	1,156	.001	737	1,018	N. A.	.001	20
King George.....42	5.4	.004	31	1.3	.9	.84	72.36	576	.001	236	169	15	1,228	.001	975	1,193	.8	.002	50
King William.....114	7.8	.006	28	1.9	1.0	.70	57.36	2,004	.004	244	134	24	3,499	.004	1,840	2,464	.8	.004	67
Lancaster.....39	8.8	.007	62	2.2	1.3	.70	76.72	1,900	.004	208	141	8	3,476	.004	1,593	2,052	N. A.	.004	57
Lee.....140	39.3	.030	91	8.2	8.1	3.57	45.53	4,569	.008	316	106	3	8,556	.009	1,040	1,050	N. A.	.009	30
Loudoun.....42	20.3	.016	39	4.8	4.0	1.72	51.57	5,533	.010	584	141	22	9,581	.011	1,980	2,198	N. A.	.011	69
Louisa.....114	13.7	.010	27	3.2	2.0	2.26	70.68	1,937	.004	209	148	7	3,597	.004	1,111	1,427	N. A.	.004	40
Lunenburg.....114	13.8	.011	31	3.2	1.9	1.95	55.36	2,195	.004	215	156	12	3,955	.004	1,255	1,619	1.2	.004	36
Madison.....42	8.5	.006	26	1.9	1.4	1.20	65.19	816	.002	115	112	8	1,881	.002	1,008	1,158	N. A.	.002	33
Mathews.....114	7.1	.005	82	1.9	1.5	.77	84.98	1,277	.002	251	142	16	2,497	.003	1,302	1,485	N. A.	.003	60
Mecklenburg.....114	31.9	.024	48	7.0	3.8	4.30	41.15	6,231	.012	567	161	9	10,623	.012	1,526	2,062	N. A.	.012	50
Middlesex.....114	6.7	.005	51	1.7	1.0	.97	78.76	1,192	.002	163	166	9	2,317	.003	1,326	1,714	N. A.	.003	60
12Montgomery.....113	28.2	.021	70	8.7	6.2	1.68	58.08	7,436	.014	1,535	261	30	11,941	.013	1,781	1,856	3.1	.016	76
13Nansemond.....112	34.1	.026	84	8.1	3.9	1.57	36.53	10,784	.020	840	154	21	17,048	.019	2,099	2,984	2.6	.019	73
Nelson.....109	16.2	.012	35	3.4	2.6	1.83	53.89	1,757	.003	251	149	9	3,328	.004	969	1,121	N. A.	.004	33
New Kent.....114	4.1	.003	19	.9	.4	.36	64.97	860	.002	106	134	13	1,765	.002	1,868	2,686	N. A.	.002	67
14Norfolk (Norfolk- Portsmouth).....112	238.9	.181	597	61.6	40.8	1.12	33.43	109,985	.203	10,839	171	57	197,695	.217	3,210	3,966	26.7	.216	119

11 James City County combined with Williamsburg (independent city).

12 Montgomery County combined with Radford (independent city).

13 Nansemond County combined with Suffolk (independent city).

14 Norfolk County combined with South Norfolk, Norfolk and Portsmouth (independent cities).




Before using these figures see explanation page 9.

APRIL 10, 1942

[1 2 3]

VIRGINIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Na- tional Buy- ing Power, %	Buy- ing Pow- er In- dex
Northampton.....114	17.6	.013	78	4.4	2.3	.78	31.75	4,804	.009	322	120	16	7,781	.009	1,780	2,429	N. A.	.009	68	
Northumberland.....39	10.5	.008	52	2.4	1.6	1.18	77.38	1,517	.003	246	151	8	2,917	.003	1,193	1,486	N. A.	.003	38	
Nottoway.....114	15.6	.012	51	3.5	2.1	1.60	58.95	4,094	.008	367	133	32	7,195	.008	2,077	2,686	1.3	.008	67	
Orange.....114	12.6	.010	36	3.0	2.2	1.35	61.30	3,998	.007	323	157	20	6,745	.007	2,276	2,682	N. A.	.007	70	
Page.....43	14.9	.011	47	3.5	3.4	1.33	66.38	2,606	.005	259	120	15	4,685	.005	1,334	1,365	1.3	.005	45	
Patrick.....100	16.6	.013	35	3.5	3.3	3.01	63.27	1,339	.002	130	123	5	3,302	.004	937	976	N. A.	.003	23	
15Pittsylvania.....108	94.4	.072	92	21.1	15.1	6.94	38.23	26,470	.049	1,872	143	21	43,790	.048	2,075	2,471	6.1	.048	67	
Powhatan.....114	5.7	.004	21	1.2	.6	.83	72.24	664	.001	125	142	7	1,341	.001	1,156	1,541	N. A.	.001	25	
Prince Edward.....114	14.9	.011	42	3.4	1.9	1.69	55.18	4,177	.008	290	136	15	6,801	.007	1,985	2,663	N. A.	.007	64	
16Prince George.....114	20.9	.018	72	4.8	3.5	.88	44.79	4,412	.008	671	166	26	7,758	.009	1,606	1,894	1.9	.009	56	
Princess Anne.....112	20.0	.015	75	4.8	3.2	.94	52.84	4,733	.009	699	164	23	7,541	.008	1,586	1,937	N. A.	.009	60	
Prince William.....42	17.7	.013	51	3.2	2.7	1.04	56.40	3,965	.007	848	157	22	6,475	.007	2,050	2,250	1.5	.008	62	
Pulaski.....113	22.8	.017	68	5.1	4.6	1.19	54.57	5,448	.010	923	298	17	8,370	.009	1,650	1,745	2.0	.011	65	
Rappahannock.....42	7.2	.005	27	1.6	1.3	.86	52.23	686	.001	93	118	6	1,428	.002	912	1,028	N. A.	.002	40	
Richmond.....39	6.6	.005	35	1.5	1.0	.89	70.77	1,204	.002	128	142	7	2,074	.002	1,372	1,667	N. A.	.002	40	
17Roanoke (Roanoke).....113	112.2	.085	370	27.9	24.2	1.53	47.77	53,792	.099	3,745	136	60	90,100	.099	3,224	3,486	13.2	.098	115	
18Rockbridge.....109	26.7	.020	44	6.3	5.6	2.13	55.47	6,449	.012	568	120	22	10,727	.012	1,716	1,816	2.1	.012	60	
19Rockingham.....43	40.1	.030	46	9.7	9.3	3.88	59.40	16,124	.030	940	118	20	25,047	.027	2,593	2,647	2.8	.028	93	
Russell.....140	26.6	.020	55	5.4	5.3	2.84	49.01	2,740	.005	244	136	4	4,886	.005	900	913	N. A.	.005	25	
Scott.....139	27.0	.020	50	5.8	5.7	3.87	62.26	2,454	.005	225	161	2	4,484	.005	774	778	N. A.	.005	26	
Shenandoah.....43	20.9	.016	41	5.3	5.2	2.40	66.48	4,455	.008	381	149	15	7,826	.009	1,484	1,496	N. A.	.009	56	
Smyth.....139	28.9	.022	66	5.7	5.6	2.09	54.28	5,040	.009	439	145	11	8,703	.010	1,519	1,537	N. A.	.010	45	
Southampton.....112	26.4	.020	44	5.5	2.5	2.35	28.77	4,884	.009	647	150	11	7,856	.009	1,416	2,068	N. A.	.010	50	
20Spotsylvania.....42	20.0	.015	48	4.9	3.9	1.31	56.13	11,116	.021	686	120	44	17,385	.019	3,541	4,004	1.9	.020	133	
Stafford.....42	9.5	.007	35	2.1	1.8	.90	76.69	646	.001	145	134	6	1,415	.002	668	725	N. A.	.002	29	
Surry.....114	6.2	.005	22	1.5	.7	.78	53.71	789	.001	95	130	7	1,416	.002	947	1,355	N. A.	.002	40	
Sussex.....114	12.5	.009	25	2.7	1.1	1.24	42.61	2,045	.004	319	150	10	3,431	.004	1,258	1,919	N. A.	.004	44	
Tazewell.....52	41.6	.032	80	8.8	8.2	1.62	43.75	9,817	.018	670	134	19	15,973	.018	1,812	1,893	N. A.	.018	56	
Warren.....43	11.3	.009	52	2.7	2.4	.83	44.85	4,000	.007	401	158	18	6,492	.007	2,449	2,578	.9	.007	78	
21Warwick.....110	46.3	.035	618	12.1	7.4	.36	37.92	25,927	.048	2,642	204	65	46,448	.051	3,852	4,942	6.6	.051	146	
22Washington.....139	48.0	.036	82	10.8	10.2	4.25	55.88	11,608	.021	757	149	15	18,942	.021	1,758	1,815	4.0	.021	56	
Westmoreland.....42	9.5	.007	40	2.3	1.3	1.11	65.56	1,564	.003	193	145	7	2,963	.003	1,293	1,690	N. A.	.003	43	
Wise.....140	52.5	.040	127	11.1	10.3	2.34	39.60	10,436	.019	794	140	12	16,836	.018	1,521	1,580	N. A.	.018	45	
Wythe.....113	22.7	.017	49	4.9	4.6	1.86	57.42	5,065	.008	415	134	13	8,133	.009	1,645	1,705	N. A.	.009	53	
York.....114	8.9	.007	72	2.1	1.4	.42	77.70	1,095	.002	346	169	19	2,112	.002	1,002	1,234	N. A.	.003	43	
STATE TOTAL.....	2,667.8	2.034	67	627.5	481.1	174.89	46.87	819,998	1.516	78,939	151	34	1,370,003	1.504	2,183	2,515	184.6	1.549	76	

15Pittsylvania County combined with Danville (independent city).
 16Prince George County combined with Hopewell (independent city).
 17Roanoke County combined with Roanoke (independent city).
 18Rockbridge County combined with Buena Vista (independent city).
 19Rockingham County combined with Harrisonburg (independent city).

20Spotsylvania County combined with Fredericksburg (independent city).
 21Warwick County combined with Newport News (independent city).
 22Washington County combined with Bristol (independent city).

For Virginia City figures, see page 140.




WEST VIRGINIA—County Data

Barbour.....	31	19.9	.015	58	4.8	4.6	2.10	54.83	2,943	.005	242	130	12	5,550	.006	1,141	1,179	N. A.	.006	40
Berkeley.....	39	29.0	.022	92	7.5	7.2	1.31	46.33	9,040	.017	598	123	34	13,824	.015	1,837	1,885	N. A.	.016	73
Boone.....	52	28.5	.022	57	6.0	5.8	1.05	31.32	6,017	.011	379	104	16	9,552	.010	1,583	1,614	N. A.	.010	45
Braxton.....	31	21.6	.016	42	4.7	4.7	2.89	63.96	2,566	.005	159	138	9	4,987	.005	1,067	1,071	N. A.	.005	31
Brooke.....	33	25.5	.019	287	6.2	6.0	.42	42.43	5,862	.011	482	126	53	10,756	.012	1,733	1,767	N. A.	.012	63
Cabell (Huntington).....	53	97.5	.074	349	25.1	24.0	2.06	42.14	44,422	.082	3,031	128	56	66,076	.073	2,632	2,701	N. A.	.077	104
Calhoun.....	32	12.4	.009	44	2.6	2.6	1.76	60.79	1,350	.002	83	109	6	2,301	.003	884	884	N. A.	.003	33
Clay.....	52	15.2	.011	45	3.0	3.0	1.55	46.38	1,815	.003	129	114	8	2,928	.003	963	972	N. A.	.003	27
Doddridge.....	31	10.9	.008	34	2.6	2.6	1.54	58.52	1,434	.003	110	133	10	3,087	.004	1,182	1,183	N. A.	.004	50
Fayette.....	52	60.6	.061	122	17.9	15.0	2.39	27.38	23,765	.044	1,526	113	34	35,095	.038	1,963	2,157	N. A.	.040	66
Gilmer.....	31	12.0	.009	36	2.7	2.7	1.82	57.02	1,284	.002	84	118	11	2,354	.003	869	870	N. A.	.003	33
Grant.....	40	8.8	.007	19	2.0	2.0	.93	59.56	1,523	.003	128	131	6	2,569	.003	1,273	1,293	N. A.	.003	43
Greenbrier.....	52	38.5	.029	38	8.7	8.1	2.75	51.32	8,825	.016	573	125	19	13,493	.015	1,554	1,617	N. A.	.016	52
Hamshire.....	40	13.0	.010	20	3.0	3.0	1.54	63.62	2,036	.004	170	120	12	3,371	.004	1,118	1,128	N. A.	.004	40
Hancock.....	30	31.6	.024	385	7.5	7.2	.38	50.91	9,086	.017	840	120	95	15,833	.017	2,095	2,147	N. A.	.017	71
Hardy.....	40	10.8	.008	19	2.3	2.2	1.20	61.71	1,493	.003	156	136	6	2,467	.003	1,070	1,089	N. A.	.003	38
Harrison.....	31	82.9	.063	198	20.6	20.0	2.78	45.06	27,703	.051	1,792	129	41	48,321	.053	2,342	2,381	N. A.	.051	81

Before using these figures, see explanation page 9.

WEST VIRGINIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passenger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thousands of \$1,500 Preferred Families	National Buying Power, %	Buying Power Index
Jackson.....	32	16.6	.013	36	3.9	3.9	2.54	64.09	2,425	.004	247	104	8	4,791	.005	1,218	1,219	1.5	.005	38
Jefferson.....	39	16.8	.013	79	4.1	3.5	.86	46.08	3,510	.006	306	120	26	6,033	.007	1,470	1,615	N. A.	.007	54
Kanawha (Charleston).....	52	195.6	.148	215	46.8	43.6	3.50	38.05	82,494	.152	6,389	130	64	129,123	.142	2,756	2,867	25.2	.147	99
Lewis.....	31	22.3	.017	57	5.1	5.1	1.83	56.56	5,058	.009	323	129	24	8,790	.010	1,725	1,731	2.2	.008	47
Lincoln.....	53	22.9	.017	52	4.7	4.7	2.77	56.45	2,123	.004	161	92	5	3,526	.004	755	755	N. A.	.004	24
Logan.....	53	67.8	.051	149	14.1	12.2	.97	16.97	20,373	.038	910	93	28	31,535	.035	2,232	2,415	N. A.	.035	69
McDowell.....	52	94.3	.072	177	20.0	14.6	2.25	13.84	29,219	.054	1,588	113	32	41,536	.046	2,075	2,449	N. A.	.048	67
Marion.....	30	68.7	.052	222	17.2	16.0	2.47	43.85	23,621	.044	1,624	128	52	40,749	.045	2,372	2,468	7.2	.044	85
Marshall.....	33	40.2	.031	131	9.5	9.4	1.82	50.50	7,786	.014	548	121	27	13,046	.014	1,375	1,381	4.6	.014	45
Mason.....	53	22.3	.017	52	5.2	5.2	2.33	57.47	2,752	.005	291	129	11	5,212	.006	994	1,011	N. A.	.006	35
Mercer.....	52	68.3	.052	164	15.6	13.7	3.19	49.26	22,008	.041	1,299	122	39	40,488	.044	2,600	2,787	4.7	.042	81
Mineral.....	40	22.2	.017	67	5.5	5.3	1.01	47.72	5,242	.010	355	138	23	8,153	.009	1,491	1,515	2.6	.009	53
Mingo.....	53	40.8	.031	97	8.7	7.9	2.04	29.19	11,067	.020	492	96	24	17,977	.020	2,066	2,179	2.2	.019	61
Monongalia.....	30	51.2	.039	140	13.1	12.6	1.81	40.13	18,155	.034	1,279	131	39	30,354	.033	2,310	2,361	5.9	.033	85
Monroe.....	52	13.6	.010	29	2.9	2.8	1.89	63.70	1,519	.003	246	158	15	2,727	.003	932	952	N. A.	.003	30
Morgan.....	40	8.7	.007	38	2.2	2.1	.78	58.02	1,317	.002	104	105	13	2,386	.003	1,109	1,122	N. A.	.003	43
Nicholas.....	31	24.1	.018	37	5.1	5.1	2.28	53.65	3,106	.006	229	119	11	5,627	.006	1,109	1,111	N. A.	.006	33
Ohio (Wheeling).....	33	73.1	.056	683	19.4	18.7	.49	42.02	44,891	.083	2,246	123	93	64,626	.071	3,325	3,395	12.0	.074	132
Pendleton.....	40	10.9	.008	16	2.2	2.1	1.40	69.25	1,311	.002	126	131	2	2,199	.001	1,014	1,022	N. A.	.002	25
Pleasants.....	32	6.7	.005	52	1.7	1.7	.61	60.38	1,662	.003	96	86	22	2,880	.003	1,729	1,732	.7	.003	60
Pocahontas.....	31	13.9	.011	15	3.1	3.0	1.41	56.70	2,453	.005	176	168	16	4,603	.005	1,501	1,535	N. A.	.005	45
Preston.....	30	30.4	.023	47	7.1	7.1	2.59	54.29	4,584	.009	361	121	13	7,902	.009	1,107	1,109	N. A.	.009	39
Putnam.....	52	19.5	.015	56	4.4	4.3	1.86	52.32	2,912	.005	223	105	9	4,571	.005	1,041	1,047	N. A.	.005	33
Rialeigh.....	52	86.7	.066	144	18.9	15.9	2.77	32.07	27,404	.051	1,240	92	32	41,722	.046	2,207	2,421	6.5	.047	71
Randolph.....	31	30.3	.023	29	6.9	6.8	1.99	50.09	8,077	.015	481	112	25	12,168	.013	1,772	1,783	2.5	.013	57
Ritchie.....	32	15.4	.012	34	3.9	3.9	1.94	60.69	2,518	.005	178	104	14	4,582	.005	1,179	1,181	N. A.	.005	42
Roane.....	32	20.8	.016	43	4.4	4.4	2.41	62.66	3,015	.006	255	128	13	5,273	.006	1,190	1,191	1.5	.006	38
Summers.....	52	20.4	.016	57	4.7	4.4	2.17	54.62	3,737	.007	219	102	25	5,505	.006	1,178	1,217	2.1	.006	38
Taylor.....	31	19.9	.015	114	4.9	4.7	1.05	52.37	4,425	.008	253	110	30	7,826	.008	1,605	1,631	1.6	.008	53
Tucker.....	40	13.2	.010	31	3.0	3.0	.77	46.29	2,342	.004	153	101	17	4,547	.005	1,505	1,512	N. A.	.005	50
Tyler.....	33	12.6	.010	49	3.3	3.3	1.35	63.44	2,616	.005	180	151	23	5,055	.005	1,551	1,553	1.1	.005	50
Upshur.....	31	18.4	.014	52	4.6	4.5	2.22	61.29	3,437	.006	287	144	15	5,039	.005	1,099	1,106	N. A.	.005	36
Wayne (Huntington).....	53	35.6	.027	69	7.7	7.7	3.03	53.35	2,960	.005	177	93	7	5,649	.006	730	731	3.1	.005	22
Webster.....	31	18.1	.014	33	3.8	3.8	1.70	49.17	2,693	.005	187	129	11	4,254	.005	1,125	1,128	N. A.	.005	36
Wetzel.....	33	22.3	.017	62	5.4	5.4	1.77	54.18	4,594	.009	396	126	23	8,127	.009	1,513	1,515	1.8	.009	53
Wirt.....	32	6.5	.005	28	1.6	1.6	.99	68.82	611	.001	30	125	5	1,185	.001	757	759	N. A.	.001	20
Wood.....	32	62.4	.047	170	16.6	16.4	2.39	50.86	24,039	.045	1,324	124	42	41,720	.046	2,514	2,532	10.2	.044	94
Wyoming.....	52	29.8	.023	59	6.2	5.8	1.58	29.85	6,778	.013	464	101	21	10,949	.012	1,769	1,870	N. A.	.012	52
STATE TOTAL.....		1,902.0	1.445	79	444.8	416.7	99.28	43.71	549,998	1.017	35,925	120	36	884,999	.971	1,990	2,063	138.0	.979	68

For West Virginia City figures, see page 142.

NORTH CAROLINA—County Data

Alamance.....	118	57.4	.044	132	13.0	11.0	2.40	48.46	18,979	.035	1,832	123	27	29,765	.033	2,285	2,506	5.0	.035	80
Alexander.....	116	13.5	.010	53	2.9	2.7	1.99	64.29	1,479	.003	172	145	2	2,723	.003	942	975	N. A.	.003	30
Alleghany.....	139	8.3	.006	36	2.0	1.9	1.69	71.43	776	.001	81	131	2	1,532	.002	771	785	N. A.	.002	33
Anson.....	116	28.4	.022	53	6.0	3.3	2.32	34.30	4,546	.008	433	145	6	7,952	.009	1,330	1,781	N. A.	.009	41
Ashe.....	139	22.7	.017	53	4.9	4.8	4.15	70.26	1,651	.003	145	161	1	3,033	.003	623	629	N. A.	.003	18
Avery.....	139	13.6	.010	55	2.8	2.7	1.58	66.39	746	.001	92	137	1	1,287	.001	466	470	N. A.	.001	10
Beaufort.....	121	36.4	.028	44	8.2	5.3	3.26	49.79	7,579	.014	618	160	10	13,306	.015	1,632	2,027	2.9	.015	54
Bertie.....	112	26.2	.020	38	5.4	2.7	3.09	37.85	3,559	.006	448	156	4	8,236	.007	1,165	1,619	N. A.	.007	35
Bladen.....	119	27.2	.021	31	5.6	3.5	3.30	57.53	3,830	.007	384	183	3	5,793	.006	1,031	1,317	N. A.	.007	33
Brunswick.....	119	17.1	.013	20	3.7	2.5	1.72	68.74	1,564	.003	167	128	3	2,627	.003	715	869	N. A.	.003	23
Buncombe (Asheville).....	115	106.8	.083	168	26.4	22.4	5.43	44.47	40,718	.075	2,206	133	31	68,777	.075	2,608	2,849	14.5	.073	88
Burke.....	115	38.6	.029	76	7.8	7.2	2.23	58.14	7,320	.014	584	123	13	11,292	.012	1,451	1,517	N. A.	.013	45
Calhoun.....	116	59.4	.045	165	13.2	11.1	1.84	37.70	17,091	.032	1,614	118	16	27,546	.030	2,091	2,293	2.6	.032	71
Caldwell.....	116	35.8	.027	75	7.6	7.1	2.70	56.54	7,345	.014	674	148	10	10,365	.011	1,361	1,419	N. A.	.013	48
Camden.....	112	5.4	.004	23	1.3	.8	.56	42.80	280	.001	125	245	4	516	.001	406	504	N. A.	.001	25
Carteret.....	121	18.3	.014	34	4.3	3.7	.71	71.46	4,013	.007	321	211	9	6,426	.007	1,508	1,630	2.0	.007	50
Caswell.....	108	20.0	.015	46	3.9	2.3	3.00	38.79	1,396	.003	194	137	2	2,655	.003	678	876	N. A.	.003	20

Before using these figures, see explanation page 9.

Winston-Salem Is Still "Going Places"

That Winston-Salem is a market of continued progress in business activity is an accepted fact with sales and advertising executives who have been developing SALES here over a period of years. They've found it a "happy hunting ground" for a large number of products. You, too, will have your eyes opened when you take a "shot" at it!

Retail Sales in Winston-Salem for 1941 were over 38 millions . . . for Forsyth County over 44 millions . . . with an effective buying income of \$3,440 per family. Sure, the folks here have money to buy the things you sell . . . and a PLUS is the ACTIVE trading territory around Winston-Salem also covered only by the

JOURNAL and SENTINEL




in Winston-Salem, North Carolina

National Representatives: KELLY-SMITH COMPANY

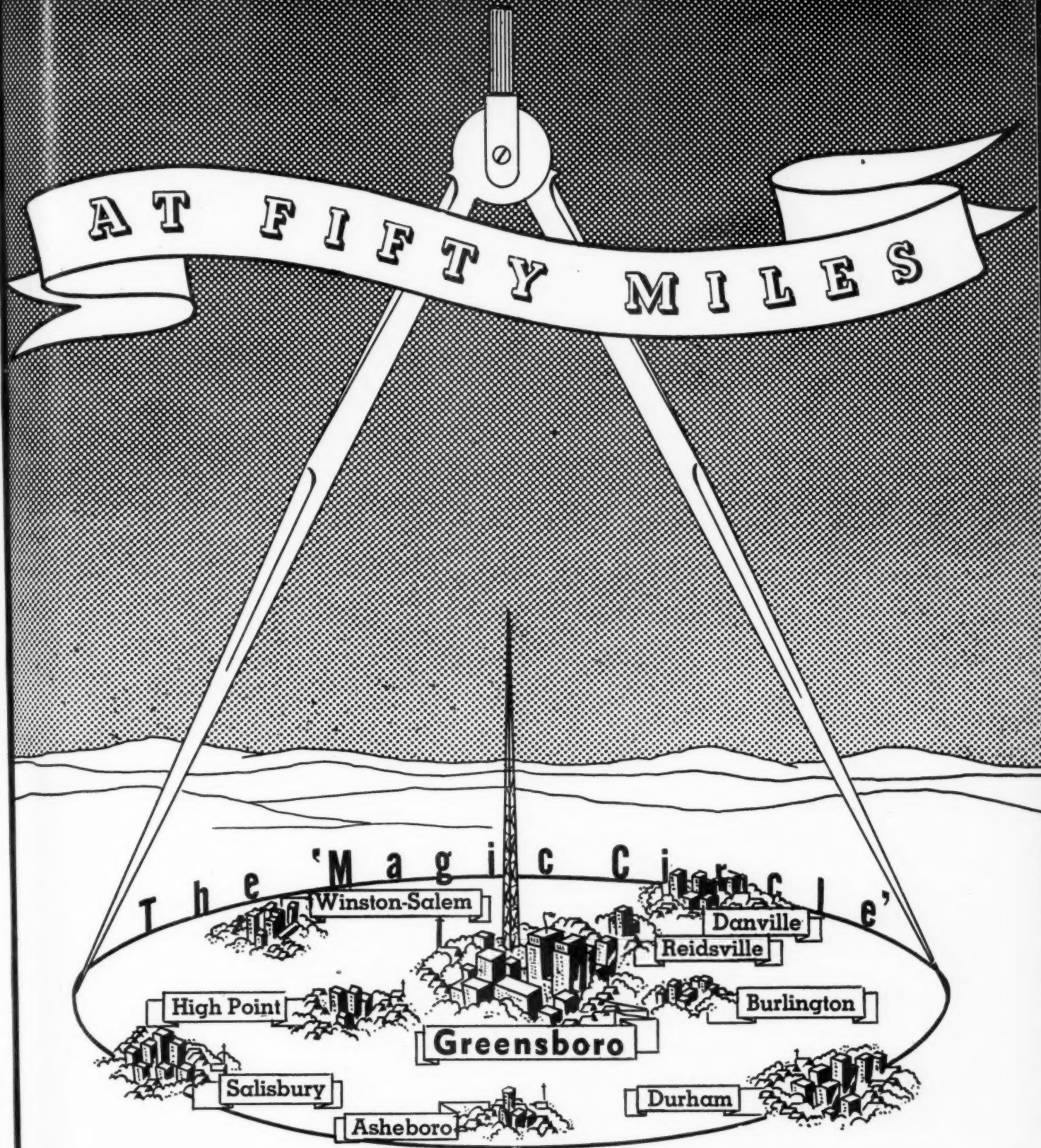
NBC — Radio Station WSJS — NBC

NORTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fam- ilies Est'd (in thous- ands)	White Fam- ilies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Power In- dex	
Catawba.....	116	51.7	.039	127	11.7	10.7	3.08	52.07	13,617	.025	1,233	134	15	20,016	.022	1,709	1,801	4.3	.024	62
Chatham.....	118	24.7	.019	35	5.4	3.9	3.17	53.95	3,661	.007	429	140	5	6,636	.007	1,236	1,454	N. A.	.007	37
Cherokee.....	115	18.8	.014	40	4.0	4.0	2.18	56.18	2,282	.004	246	133	12	3,720	.004	925	932	N. A.	.004	29
Chowan.....	112	11.6	.009	64	2.5	1.5	1.01	41.47	2,339	.004	228	166	9	3,961	.004	1,560	2,030	1.0	.004	44
Clay.....	115	6.4	.005	29	1.4	1.4	1.10	59.81	231	.001	47	247	1	413	.001	295	297	N. A.	.001	20
Cleveland.....	116	58.1	.044	125	12.5	10.0	4.75	36.32	12,314	.023	919	135	9	19,207	.021	1,540	1,735	N. A.	.022	50
Columbus.....	119	45.7	.035	49	9.8	6.7	5.43	52.92	8,822	.016	810	163	4	13,053	.014	1,332	1,623	N. A.	.015	43
Craven.....	121	31.3	.024	43	7.4	4.2	2.23	44.33	8,081	.015	574	170	12	14,396	.016	1,954	2,582	2.8	.016	67
Cumberland.....	121	59.3	.045	90	12.0	7.9	2.96	37.29	13,678	.025	2,461	276	14	21,394	.023	1,789	2,216	4.2	.028	62
Currituck.....	112	6.7	.005	25	1.7	1.2	.78	47.56	648	.001	104	176	4	1,089	.001	655	783	N. A.	.001	20
Dare.....	112	6.0	.005	16	1.5	1.4	.06	83.01	1,071	.002	89	130	7	1,965	.002	1,351	1,409	N. A.	.002	40
Davidson.....	120	53.4	.041	97	12.0	10.8	3.30	54.07	10,099	.019	998	125	11	19,388	.021	1,612	1,713	4.1	.021	51
Davie.....	120	14.9	.011	57	3.3	2.9	1.52	48.86	2,179	.004	192	137	5	3,331	.004	1,003	1,085	N. A.	.004	36
Duplin.....	121	39.7	.030	48	8.7	5.8	5.38	47.88	5,233	.010	588	200	4	9,138	.010	1,052	1,296	N. A.	.010	33
Durham (Durham).....	117	80.2	.061	268	19.9	12.9	1.48	29.17	34,974	.065	2,242	128	50	51,232	.056	2,575	3,215	9.6	.059	97
Edgecombe.....	121	49.2	.037	96	10.3	5.2	3.16	24.81	12,002	.022	1,272	153	31	20,693	.023	2,003	2,776	4.5	.023	62
Forsyth (Winston-Salem).....	120	126.5	.096	298	30.8	20.1	3.49	39.81	44,361	.082	2,990	129	32	79,316	.087	2,575	3,207	12.9	.084	88
Franklin.....	121	30.4	.023	62	6.5	4.0	3.63	34.18	3,675	.007	279	148	4	6,440	.007	987	1,258	N. A.	.007	30
Gaston.....	116	87.5	.066	245	19.5	16.7	2.21	35.38	21,309	.039	1,824	136	15	31,999	.035	1,639	1,784	4.0	.038	56
Gates.....	112	10.1	.008	29	2.1	1.2	1.31	53.39	878	.002	193	128	2	1,085	.001	511	667	N. A.	.002	25
Graham.....	115	6.4	.005	22	1.3	1.3	.82	55.62	475	.001	51	142	2	690	.001	524	533	N. A.	.001	20
Granville.....	121	29.3	.022	54	6.2	3.3	3.55	34.37	4,859	.009	361	146	9	8,191	.009	1,323	1,807	2.3	.008	36
Greene.....	121	18.6	.014	69	3.6	2.1	2.36	23.23	2,028	.004	230	141	2	3,745	.004	1,053	1,361	1.3	.004	29
Guilford (Greensboro).....	118	153.9	.117	236	36.8	29.4	4.94	39.85	60,139	.111	4,771	135	41	102,148	.112	2,773	3,132	20.0	.112	96

Before using these figures, see explanation page 9



THE MAGIC CIRCLE—THE 6th CITY!

Within the fifty mile area surrounding Greensboro's WBIG lies the "6th city" of the United States—a rich, teeming metropolis of cities, towns and closely connected rural districts! Over 1,000,000 people live in this thriving city. Together, they have larger payrolls, greater farm incomes than the inhabitants of any other fifty-mile area in the entire Southeast. Their industries, including the nation's tobacco and textile centers, are racing at top speed. Their retail trade has doubled, then tripled, in recent years. These million people have for sixteen years been faithfully served by radio station WBIG, the Voice of the Nation's "6th City"!

"The Prestige Station
of the Carolinas"

WBIG
CBS AFFILIATE
GREENSBORO, NORTH CAROLINA

Edney Ridge,
Director

In 1942 as always WSOC

represents the **MOST effective and MOST economical** means of reaching

CHARLOTTE, N. C.




one of the nation's **GREAT** markets

• NBC — RED •

NATIONAL REPRESENTATIVES: **HEADLEY-REED CO.** — New York — Chicago — Detroit — Atlanta — San Francisco

NORTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Halifax.....121	56.5	.043	78	11.4	5.6	3.55	28.39	11,668	.022	1,004	150	12	17,863	.020	1,561	2,191	N. A.	.021	49
Harnett.....121	44.2	.034	73	9.2	6.9	4.35	35.90	7,455	.014	860	170	5	13,289	.015	1,444	1,681	N. A.	.015	44
Haywood.....115	34.8	.027	84	7.7	7.5	3.12	54.42	7,345	.014	469	132	15	10,816	.012	1,414	1,434	2.8	.013	48
Henderson.....115	26.1	.020	68	6.4	5.8	2.32	55.07	7,414	.014	446	129	14	12,319	.014	1,936	2,031	N. A.	.014	70
Hertford.....112	19.4	.015	54	4.0	1.9	2.02	36.46	3,426	.006	371	132	4	4,976	.005	1,237	1,749	1.4	.006	40
Hoke.....121	14.9	.011	36	2.9	1.2	1.69	28.76	1,832	.003	164	180	4	3,321	.004	1,145	1,692	N. A.	.004	36
Hyde.....121	7.9	.006	12	1.7	1.2	1.00	57.21	576	.001	58	145	2	778	.001	452	553	N. A.	.001	17
Iredell.....116	50.4	.038	85	11.4	9.4	3.90	46.33	11,226	.021	1,001	141	13	16,270	.018	1,422	1,562	4.1	.020	53
Jackson.....115	19.4	.015	39	4.0	3.7	2.56	63.40	2,731	.005	252	212	3	4,421	.005	1,103	1,147	N. A.	.005	33
Johnston.....121	63.8	.048	80	13.8	11.0	7.65	35.63	10,146	.019	860	169	5	17,032	.019	1,233	1,392	4.7	.019	40
Jones.....121	10.9	.008	23	2.2	1.3	1.49	37.62	846	.002	114	233	1	1,223	.001	560	719	N. A.	.002	25
Lee.....121	18.7	.014	74	4.1	3.0	1.62	44.79	5,043	.009	545	183	12	7,372	.008	1,777	2,093	1.6	.008	57
Lenoir.....121	41.2	.031	105	8.9	5.1	3.52	29.32	12,152	.022	938	186	15	20,269	.022	2,288	3,003	3.6	.022	71
Lincoln.....116	24.2	.018	79	5.2	4.6	2.55	45.86	4,094	.008	433	135	6	7,201	.008	1,387	1,492	N. A.	.008	44
McDowell.....115	23.0	.017	52	5.0	4.6	1.24	48.75	3,867	.007	313	132	3	5,826	.006	1,162	1,216	N. A.	.007	41
Macon.....115	15.9	.012	31	3.5	3.4	2.24	66.06	2,247	.004	149	184	11	3,507	.004	1,005	1,022	N. A.	.004	33

Before using these figures, see explanation page 9.

Going Up To

5000 WATTS

WSJS in Winston-Salem, N. C.

N.B.C. — Represented by Headley-Reed Company

Full time on 600 kilocycles! Whatta combination for coverage . . . coverage of the rich "Heart of the Piedmont" of North Carolina and Virginia! We'll deliver more than a MILLION population in our PRIMARY area alone . . . over 138,000 radio homes! When? Ready to roll in approximately three months. Come on along!

A GREAT NEWSPAPER THAT
THOROUGHLY COVERS A GREAT MARKET!

—*what more could any advertiser ask?*

Make your own comparisons of Southeastern markets. The *Charlotte Market* is second in the Southeast in population, retail sales and money actually spent . . . and The *Charlotte Observer* is the *only* newspaper that thoroughly covers it!




THE CHARLOTTE (N.C.) MARKET	
(ABC Trading Zone)	
Population	1,001,299*
Retail Sales	\$274,178,000**
Wholesale Sales	\$307,127,000*
Industrial Workers	154,934
Annual Industrial Payrolls.....	\$136,000,000—up 12% over last year
*1940 Census. **Sales Management, 1942.	

Represented by
STORY, BROOKS & FINLEY
New York - Chicago - Philadelphia
Cleveland - Los Angeles
— South —
SAWYER, FERGUSON, WALKER CO.
Richmond - Atlanta

★ THE CHARLOTTE OBSERVER	
Present Circulation—More than 96,000 daily More than 105,000 Sunday	
118% Increase in Circulation in last 10 years.	
First in America in Circulation among all newspapers (morning or evening) published in cities of comparable size.	
The Observer has attained its enormous, predominating circulation without premiums, contests, or other inducements. It sells itself to its readers and advertisers strictly on merit.	

The Charlotte Observer
The Foremost Newspaper of the Two Carolinas

NORTH CAROLINA—County Data—(Continued) The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er In- dex	Buy- ing Pow- er In- dex
Madison.....	115	22.5	.017	49	4.8	3.89	54.70	1,758	.003	121	105	2	3,280	.004	677	681	N. A.	.003	16
Martin.....	121	26.1	.020	54	5.1	2.41	35.85	5,346	.010	459	132	7	8,749	.010	1,701	2,254	N. A.	.010	50
Mecklenburg (Charlotte).....	116	151.8	.115	280	26.3	3.22	32.99	74,258	.137	6,109	131	53	111,957	.123	3,080	3,649	19.2	.131	114

Before using these figures, see explanation page 9.

SOON!



W 41 MM

The Southeast's first FM (Frequency Modulation) sta-
tion operating from the highest point east of the Rockies.
In operation about May 1, 1942.

AMERICAN NETWORK AFFILIATE!

NORTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% of U.S.A.	Per Family (dollar)	Per White Family (dollar)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index
Mitchell.....115	16.0	.012	73	3.4	3.4	2.17	68.04	2,169	.004	139	124	4	3,478	.004	1,025	1,023	N. A.	.004	33
Montgomery.....116	16.3	.012	33	3.6	2.9	1.28	47.29	3,102	.006	305	126	7	5,612	.006	1,562	1,759	N. A.	.006	50
Moore.....121	31.0	.024	46	6.7	4.8	2.24	55.65	6,366	.012	635	126	12	11,073	.012	1,648	1,974	N. A.	.012	50
Nash.....121	55.6	.042	101	11.8	7.3	4.94	30.28	10,939	.020	356	167	2	17,992	.020	1,527	1,948	5.7	.019	45
New Hanover.....119	47.9	.036	247	12.1	7.9	.32	38.28	20,688	.038	1,674	177	46	38,247	.042	3,173	3,945	4.5	.040	111
Northampton.....112	28.3	.021	52	5.6	2.6	2.94	35.83	2,185	.004	355	137	5	3,596	.004	640	919	N. A.	.005	24
Onslow.....121	17.9	.014	24	3.8	2.9	2.19	52.21	2,062	.004	381	261	2	3,254	.004	862	988	N. A.	.005	36
Orange.....117	23.1	.018	58	5.2	3.9	2.04	48.16	4,681	.009	555	138	28	6,900	.008	1,317	1,547	1.8	.008	44
Pamlico.....121	9.7	.007	29	2.2	1.5	.84	65.94	621	.001	81	135	2	815	.001	376	449	N. A.	.001	14
Pasquotank.....112	20.6	.016	90	4.9	3.1	.84	41.34	6,720	.012	469	131	17	11,570	.013	2,377	2,990	1.9	.013	81
Pender.....119	17.7	.013	21	3.8	2.2	1.97	62.20	1,793	.003	255	169	3	3,007	.003	801	1,048	N. A.	.003	23
Perquimans.....112	9.8	.007	37	2.3	1.3	1.06	43.98	1,608	.003	201	170	5	2,697	.003	1,189	1,567	N. A.	.003	43
Person.....117	25.0	.019	63	5.1	3.4	2.83	31.72	4,100	.007	441	158	7	7,030	.008	1,375	1,687	N. A.	.008	42
Pitt.....121	61.2	.047	93	12.7	7.2	5.65	27.29	16,141	.030	1,081	134	15	25,050	.027	1,967	2,609	6.0	.028	60
Polk.....115	11.9	.009	51	2.7	2.3	1.27	49.83	1,404	.003	171	151	11	2,661	.003	993	1,074	N. A.	.003	33
Randolph.....118	44.6	.034	56	10.3	9.5	4.23	60.45	7,663	.014	1,152	135	11	9,781	.010	948	995	N. A.	.013	38
Richmond.....116	36.8	.028	77	8.1	5.5	1.79	34.68	8,053	.015	577	133	16	14,347	.016	1,773	2,163	N. A.	.015	54
Robeson.....121	76.9	.058	81	15.7	7.7	7.80	32.41	14,907	.028	1,299	146	8	24,062	.026	1,529	2,145	N. A.	.027	47
Rockingham.....118	57.9	.044	101	12.9	10.4	4.23	39.34	14,005	.026	1,101	148	16	21,694	.024	1,679	1,885	N. A.	.025	57
Rowan.....116	68.2	.053	134	16.3	13.4	3.42	42.79	20,720	.038	1,696	131	19	30,604	.034	1,873	2,083	6.1	.036	86
Rutherford.....116	45.6	.035	81	10.0	8.8	3.80	36.97	7,962	.015	549	131	5	12,097	.013	1,212	1,302	N. A.	.014	40
Sampson.....121	47.4	.036	49	9.8	6.6	6.44	48.07	6,984	.013	693	185	3	11,073	.012	1,134	1,386	N. A.	.013	36
Scotland.....116	23.2	.018	73	4.9	2.5	1.70	21.92	4,458	.008	398	146	9	6,379	.007	1,297	1,802	2.2	.008	44
Stanly.....116	32.8	.025	82	7.6	6.7	2.41	43.02	8,211	.015	862	137	13	12,331	.014	1,628	1,746	N. A.	.015	60
Stokes.....120	22.7	.017	49	4.8	4.4	4.07	47.21	1,969	.004	218	117	2	3,770	.004	779	819	N. A.	.004	24
Surry.....120	41.8	.032	78	9.2	8.7	4.47	53.32	9,603	.018	709	141	11	15,897	.017	1,730	1,784	3.3	.017	53
Swain.....115	12.2	.009	22	2.5	2.2	1.62	52.26	1,054	.002	161	224	6	1,776	.002	709	760	N. A.	.002	22
Transylvania.....115	12.2	.009	32	2.7	2.5	1.01	48.03	2,457	.005	266	127	10	3,911	.004	1,469	1,519	N. A.	.005	56
Tyrrell.....112	5.6	.004	14	1.2	.9	.60	58.02	573	.001	49	84	3	796	.001	658	789	N. A.	.001	25
Union.....116	39.1	.030	61	8.5	6.7	4.55	41.38	6,617	.012	640	128	6	11,936	.013	1,403	1,600	3.2	.013	43
Vance.....121	30.0	.023	111	6.4	3.7	2.18	31.59	6,190	.015	544	168	15	12,321	.014	1,927	2,536	2.9	.014	61
Wake (Raleigh).....121	109.5	.083	127	24.3	17.0	5.26	35.63	42,732	.079	3,790	149	47	66,991	.074	2,753	3,314	14.2	.078	94
Warren.....121	23.1	.018	52	4.5	1.9	2.66	42.32	3,077	.006	208	128	7	5,744	.006	1,267	1,898	N. A.	.006	33
Washington.....112	12.3	.009	37	2.6	1.6	.97	45.55	1,711	.003	259	131	8	2,877	.003	1,105	1,412	N. A.	.003	33
Watauga.....139	18.1	.014	57	3.8	3.8	2.70	67.47	2,476	.004	213	144	4	4,019	.004	1,045	1,054	N. A.	.004	29
Wayne.....121	56.3	.044	105	12.0	7.4	4.38	30.45	14,734	.027	1,084	141	11	23,188	.026	1,929	2,458	5.4	.027	61
Wilkes.....120	43.0	.033	58	9.0	8.5	5.35	65.97	6,055	.011	567	131	5	9,431	.010	1,042	1,079	N. A.	.011	33
Wilson.....121	50.2	.038	135	11.1	6.8	4.12	26.16	13,390	.025	928	152	18	21,240	.023	1,920	2,486	5.9	.024	63
Yadkin.....120	20.7	.016	62	4.5	4.3	2.95	60.30	1,641	.003	259	107	2	2,924	.003	644	663	N. A.	.003	19
Yancey.....115	17.2	.013	55	3.6	3.5	2.88	60.31	917	.002	108	142	1	2,391	.003	667	671	N. A.	.003	23
STATE TOTAL.....	3,571.6	2.712	73	789.7	585.3	278.28	42.43	859,995	1.590	73,294	143	17	1,390,008	1.525	1,760	2,062	198.5	1.575	58

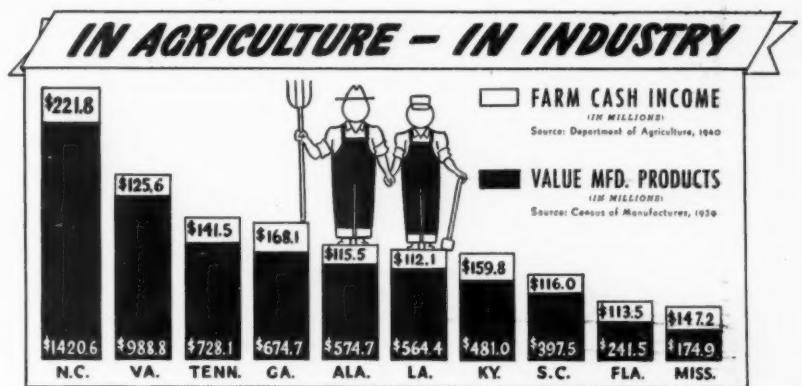
For North Carolina City figures, see page 142.

SOUTH CAROLINA—County Data

Abbeville.....127	22.9	.018	45	5.4	3.2	2.47	34.69	3,553	.007	258	142	10	5,144	.006	953	1,240	N. A.	.006	33
Aiken.....126	49.9	.038	46	12.4	7.3	3.39	29.67	8,925	.016	844	128	10	13,064	.014	1,052	1,374	N. A.	.015	39
Allendale.....126	13.0	.010	31	2.9	.9	.93	19.89	1,784	.003	165	133	8	2,760	.003	947	1,558	N. A.	.003	30
Anderson.....124	88.7	.067	114	20.7	15.4	6.43	24.49	20,956	.039	1,307	134	11	30,870	.034	1,468	1,740	4.6	.036	54
Bamberg.....123	18.6	.014	47	4.2	1.8	1.64	28.77	3,638	.007	340	116	6	5,169	.006	1,230	1,801	N. A.	.007	50
Barnwell.....126	20.1	.015	36	4.8	1.9	1.79	25.54	2,955	.005	213	108	5	5,482	.006	1,147	1,734	N. A.	.006	40
Beaufort.....130	22.0	.017	33	4.9	1.2	1.84	63.69	3,566	.007	707	190	12	5,696	.006	1,154	2,024	N. A.	.006	47
Berkeley.....122	27.1	.021	22	5.8	2.1	2.81	62.66	2,742	.005	566	166	5	3,832	.004	663	1,039	N. A.	.005	24
Calhoun.....123	16.2	.012	42	3.6	1.1	1.75	29.94	2,533	.005	232	102	6	3,693	.004	1,023	1,661	N. A.	.004	33
Charleston (Charleston).....122	121.1	.092	128	31.9	15.4	2.12	28.88	46,375	.086	4,833	181	37	65,286	.072	2,046	2,893	9.4	.082	89
Cherokee.....116	33.3	.025	85	7.2	5.6	2.67	30.84	6,238	.012	484	154	8	8,130	.009	1,122	1,283	2.4	.009	38
Chester.....116	32.6	.025	56	7.4	3.9	2.52	26.61	7,178	.013	482	111	13	9,910	.011	1,344	1,822	N. A.	.012	48
Chesterfield.....123	36.0	.027	45	7.6	4.9	3.10	35.05	5,977	.011	649	132	6	8,863	.010	1,166	1,461	N. A.	.011	41
Clarendon.....123	31.5	.024	45	6.4	2.0	3.27	25.17	4,178	.008	436	125	4	5,733	.006	899	1,462	N. A.	.007	29
Colleton.....122	26.3	.020	25	6.1	3.0	2.84	45.40	4,703	.009	618	163	7	6,118	.007	996	1,397	N. A.	.009	45
Darlington.....123	45.2	.034	83	10.3	5.4	3.36	28.43	10,128	.019	949	152	13	13,875	.015	1,351	1,849	N. A.	.016	47

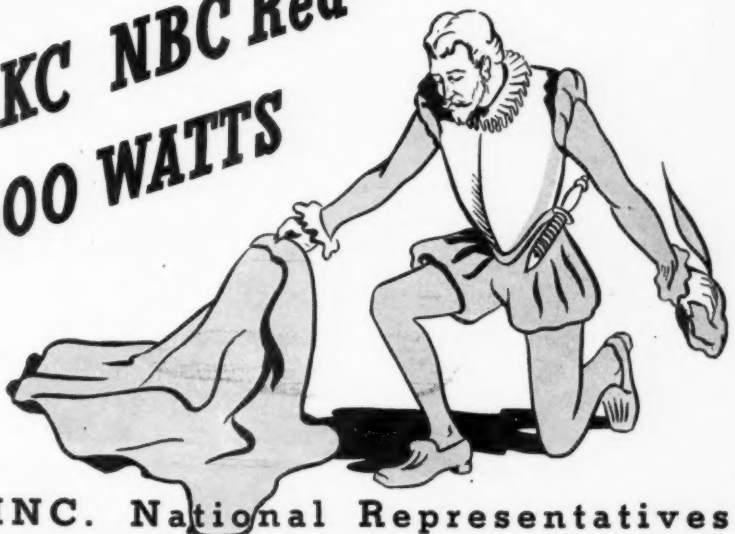
Before using these figures, see explanation page 9.

NORTH CAROLINA is the SOUTH'S GREATEST STATE



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS



FREE & PETERS, INC. National Representatives

APRIL 10, 1942

[131]

GREENVILLE IS THE FIRST MARKET OF SOUTH CAROLINA

Among all counties of South Carolina, Greenville leads in:

- TOTAL POPULATION
- WHOLESALE SALES
- BUSINESS PAYROLLS

- WHITE POPULATION
- RETAIL SALES
- INDUSTRIAL PAYROLLS



More than 500 cotton, rayon, nylon, worsted, finishing and garment plants are now running 22 hours a day in this area.

The only NBC-Red station in this rich industrial area, WFBC dominates this market with 500 m/v at the only war-free cigarette paper mill in the world, 700 m/v at Camp




Croft, the state's second largest military camp, and over 500 m/v at the Buzzard Roost power project, where millions in federal funds are being spent.

In addition, construction has begun toward a \$20,000,000 air base eight miles south of Greenville.

WFBC — 5000 watts — Weed & Company, National Representatives

SOUTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex	
Dillon.....	123	29.6	.022	73	6.2	3.3	3.11	23.87	5,382	.010	493	153	9	6,978	.008	1,129	1,537	N. A.	.009	41
Dorchester.....	122	19.9	.015	35	4.5	2.0	1.62	46.77	3,443	.006	536	213	11	4,750	.005	1,062	1,534	N. A.	.006	40
Edgefield.....	126	17.9	.014	37	4.0	1.7	2.15	28.57	2,759	.005	221	136	5	4,056	.005	1,005	1,499	N. A.	.005	36
Fairfield.....	123	24.2	.018	35	5.3	2.2	1.87	26.21	3,728	.007	356	144	9	5,341	.006	1,014	1,510	N. A.	.007	39
Florence.....	123	70.6	.054	88	15.6	8.7	5.99	31.35	20,654	.038	1,510	130	18	27,832	.031	1,784	2,380	6.8	.034	63
Georgetown.....	122	26.4	.020	32	8.0	2.6	1.77	46.48	5,582	.010	563	149	15	8,121	.009	1,355	1,988	N. A.	.010	50
Greenville (Greenville).....	124	136.6	.104	173	33.8	26.3	5.61	28.03	53,387	.099	2,956	129	27	75,517	.083	2,233	2,554	12.1	.088	85
Greenwood.....	123	40.1	.031	88	9.5	6.0	2.10	22.25	12,702	.023	821	134	15	17,581	.019	1,856	2,342	2.1	.021	68
Hampton.....	126	17.5	.013	31	4.1	1.8	1.65	32.90	2,040	.004	276	144	6	3,113	.003	758	1,113	N. A.	.004	31
Horry.....	123	52.0	.039	45	10.8	8.0	6.46	45.48	11,573	.021	809	150	4	15,864	.017	1,465	1,724	N. A.	.019	49
Jaaper.....	130	11.0	.008	19	2.5	.9	1.08	44.30	906	.002	162	136	5	1,401	.002	563	881	N. A.	.002	25
Kershaw.....	123	32.9	.025	42	7.2	3.6	2.53	31.77	5,425	.010	652	152	7	8,016	.009	1,115	1,556	N. A.	.010	40
Lancaster.....	116	33.5	.025	67	7.4	5.0	2.46	25.79	6,938	.013	412	137	8	10,318	.011	1,402	1,709	N. A.	.012	48
Laurens.....	124	44.2	.035	62	10.1	6.4	3.29	26.58	9,243	.017	725	112	11	12,644	.014	1,251	1,577	N. A.	.016	46
Lee.....	123	24.9	.019	61	5.3	2.1	2.18	22.24	4,071	.008	377	127	4	5,433	.006	1,023	1,563	N. A.	.007	37
Lexington.....	123	36.0	.027	50	8.4	6.4	2.91	44.60	5,705	.011	695	139	8	8,999	.010	1,071	1,240	N. A.	.011	41
McCormick.....	126	10.4	.008	26	2.3	.8	1.29	23.69	1,226	.002	109	110	3	1,705	.002	751	1,177	N. A.	.002	25
Marion.....	123	30.1	.023	63	6.6	3.0	2.42	33.79	7,273	.013	594	141	11	9,514	.008	1,442	2,085	N. A.	.011	48
Marlboro.....	123	33.3	.025	69	7.3	3.5	2.88	19.85	6,111	.011	440	130	7	9,192	.010	1,266	1,787	N. A.	.011	44
Newberry.....	123	33.8	.025	53	8.0	4.7	2.88	30.98	7,822	.014	592	124	9	10,763	.012	1,352	1,767	N. A.	.013	52
Oconee.....	124	36.5	.028	55	8.1	6.9	3.60	32.46	6,060	.011	508	141	11	8,723	.010	1,080	1,181	N. A.	.011	39
Orangeburg.....	123	63.7	.048	57	14.6	5.9	5.80	30.13	13,561	.025	1,152	124	8	17,789	.020	1,213	1,826	N. A.	.023	48

Before using these figures, see explanation page 9.



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THOMAS PUBLISHING COMPANY

461 Eighth Avenue

New York, N. Y.

SOUTH CAROLINA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% of U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Pickens.....124	37.1	.028	74	8.3	7.2	3.23	31.61	6,906	.013	416	100	4	9,872	.011	1,192	1,283	N. A.	.012	43
Richland (Columbia).....123	104.8	.080	140	24.2	14.9	2.43	30.91	49,696	.092	5,488	181	53	61,947	.068	2,559	3,266	N. A.	.084	105
Saluda.....123	17.2	.013	39	3.9	2.3	2.50	36.65	1,629	.003	191	136	2	2,535	.003	657	855	N. A.	.003	23
Spartanburg (Spartanburg).....124	127.7	.097	154	29.5	22.7	6.76	25.60	38,467	.071	2,747	146	20	55,956	.061	1,897	2,179	9.1	.066	68
Sumter.....123	52.5	.040	76	11.5	4.3	3.23	24.38	14,096	.026	998	143	14	17,517	.019	1,520	2,349	3.1	.022	55
Union.....124	31.4	.024	61	6.9	4.5	1.92	26.55	7,550	.014	455	155	9	10,603	.012	1,535	1,904	N. A.	.013	54
Williamsburg.....122	41.0	.031	44	8.3	3.0	5.26	32.09	5,417	.010	508	144	4	7,219	.008	868	1,361	N. A.	.009	29
York.....116	58.7	.045	86	13.2	8.6	3.85	28.51	15,334	.028	981	124	16	22,096	.024	1,671	2,082	3.2	.026	56
STATE TOTAL.....	1,899.8	1.443	62	435.0	254.4	137.56	30.64	469,995	.869	39,806	146	16	655,000	.719	1,506	1,967	52.8	.803	56

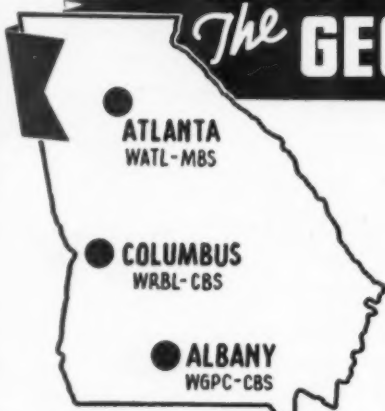
For South Carolina City figures, see page 144.

GEORGIA—County Data

Appling.....129	14.5	.011	28	3.0	2.4	1.46	38.26	1,957	.004	158	168	5	3,614	.004	1,192	1,340	N. A.	.004	36
Atkinson.....130	7.1	.005	22	1.6	1.2	.66	33.38	563	.001	31	58	1	1,078	.001	680	795	N. A.	.001	20
Baron.....129	8.1	.006	28	1.8	1.5	.99	43.43	1,574	.003	98	142	1	2,610	.003	1,459	1,584	N. A.	.003	50
Baker.....125	7.3	.006	21	1.7	.7	1.09	19.80	354	.001	42	183	1	708	.001	425	636	N. A.	.001	17
Baldwin.....129	24.2	.018	91	4.0	1.9	.80	29.76	4,127	.008	306	113	14	6,974	.008	1,741	2,470	N. A.	.008	44
Banks.....127	8.7	.007	38	1.9	1.8	1.37	32.50	243	.001	43	154	1	658	.001	342	355	N. A.	.001	14
Barrow.....127	13.1	.010	78	3.3	2.7	1.46	31.31	2,188	.004	236	136	9	3,913	.004	1,189	1,314	N. A.	.004	40
Bartow.....127	25.3	.019	53	5.8	4.9	1.86	30.25	4,718	.009	502	122	10	7,843	.009	1,346	1,483	N. A.	.009	47
Ben Hill.....129	14.5	.011	57	3.6	2.3	.90	37.32	4,296	.008	272	117	12	7,141	.008	2,001	2,480	N. A.	.008	73
Berrien.....129	15.4	.012	33	3.5	2.9	1.74	32.24	2,655	.005	139	130	3	4,666	.005	1,336	1,481	N. A.	.005	42
Bibb (Macon).....129	83.8	.064	334	23.2	13.0	.83	24.55	34,779	.064	2,595	171	38	47,373	.052	2,046	2,723	6.9	.058	91
Blackley.....129	9.7	.007	44	2.3	1.5	.92	24.98	1,401	.003	111	146	5	2,517	.003	1,084	1,372	N. A.	.003	43
Brantley.....130	6.9	.005	15	1.5	1.2	.68	44.13	455	.001	28	117	2	851	.001	584	655	N. A.	.001	20
Brooks.....129	20.5	.016	42	4.7	2.4	2.24	31.41	2,642	.004	215	178	4	4,531	.005	971	1,336	N. A.	.005	31
Bryan.....130	6.3	.005	14	1.4	.8	.38	38.36	649	.001	123	212	5	1,001	.001	696	908	N. A.	.001	20
Bulloch.....130	26.0	.020	38	5.9	3.9	2.84	30.93	5,864	.011	571	148	6	8,381	.009	1,410	1,760	N. A.	.010	50
Burke.....126	26.5	.020	32	6.9	1.7	2.36	16.09	3,256	.006	260	139	6	5,680	.006	826	1,437	N. A.	.006	30
Butts.....127	9.2	.007	50	2.3	1.3	.95	26.62	1,650	.003	133	102	6	2,752	.003	1,208	1,598	N. A.	.003	43
Calhoun.....125	10.4	.008	36	2.6	.8	1.35	18.21	1,335	.003	131	146	3	2,382	.003	913	1,476	N. A.	.003	38
Camden.....130	5.9	.004	9	1.4	.6	.31	56.95	1,113	.002	102	146	6	1,904	.002	1,324	1,973	N. A.	.002	50
Candler.....130	9.1	.007	36	2.0	1.4	1.14	27.66	1,710	.003	125	107	3	2,847	.003	1,369	1,686	N. A.	.003	43
Carroll.....127	34.2	.026	69	8.4	6.8	4.38	35.03	5,169	.010	503	148	6	8,787	.009	1,052	1,175	N. A.	.010	38
Catoosa.....142	12.2	.009	73	2.6	2.5	1.31	57.95	833	.001	163	177	4	1,445	.002	559	567	1.0	.002	22
Charlton.....131	5.3	.004	7	1.2	.8	.30	34.23	721	.002	77	120	9	1,361	.001	1,112	1,364	N. A.	.001	25
Chatham (Savannah).....130	118.0	.090	268	31.7	17.0	.50	23.72	47,199	.087	3,737	154	45	61,473	.067	1,938	2,630	9.8	.077	86
Chattahoochee.....128	15.1	.011	60	.5	.3	.27	27.51	197	.001	1,521	314	7	410	.001	778	1,105	N. A.	.004	36
Chattooga.....142	18.5	.014	59	4.2	3.8	1.23	29.69	3,509	.006	268	128	6	6,113	.007	1,453	1,528	N. A.	.007	50
Cherokee.....127	20.1	.015	47	4.7	4.5	2.43	36.13	3,034	.006	201	118	5	5,364	.006	1,143	1,172	N. A.	.006	40
Clarke.....127	28.4	.022	227	7.4	4.8	.76	33.33	13,100	.024	967	126	55	17,977	.020	2,429	3,032	2.7	.022	100
Clay.....149	7.1	.005	32	1.7	.5	.99	51.53	961	.002	83	244	3	2,024	.002	1,193	1,937	N. A.	.002	40
Clayton.....127	11.7	.009	78	2.8	2.2	1.02	42.47	905	.002	176	109	16	1,483	.002	534	614	1.0	.002	22
Clinch.....130	6.4	.005	8	1.6	.9	.27	25.89	912	.002	91	115	7	1,613	.002	1,021	1,366	N. A.	.002	40
Cobb.....127	38.3	.029	110	9.3	7.8	2.83	41.97	8,195	.015	739	128	21	12,092	.013	1,295	1,425	3.2	.014	48
Coffee.....129	21.5	.016	35	4.8	3.6	2.09	34.37	4,137	.008	306	140	6	6,296	.007	1,305	1,533	N. A.	.007	44
Colquitt.....125	33.0	.025	59	7.5	5.6	2.88	30.13	6,653	.012	427	164	8	11,040	.012	1,479	1,722	N. A.	.012	48
Columbia.....126	9.4	.007	31	2.2	.9	1.20	25.27	550	.001	123	154	7	896	.001	413	612	N. A.	.001	14
Cook.....129	11.9	.009	53	2.8	2.0	1.33	36.15	2,015	.004	104	155	5	3,352	.004	1,209	1,438	N. A.	.004	44
Coweta.....127	27.0	.020	61	6.6	4.2	1.85	26.47	5,149	.009	472	138	17	8,876	.010	1,344	1,699	N. A.	.010	50
Crawford.....129	7.1	.005	23	1.6	.7	.74	31.45	450	.001	45	155	2	1,169	.001	752	1,071	N. A.	.001	20
Crisp.....129	17.5	.013	59	4.4	2.3	1.23	28.43	5,427	.010	351	165	11	8,200	.009	1,854	2,559	N. A.	.009	69

Before using these figures, see explanation page 9.

Help, please! One-fourth of all questions about the Survey of Buying Power wouldn't have to be asked if readers had read the explanations starting on page 9.



The GEORGIA BROADCASTING SYSTEM

Georgia's business indices are up more than 30% over last year. Atlanta-Columbus-Albany are booming with defense spending, both industrial and military. These three strategically located stations give you the First Market of the South, and coverage of the greatest buying power in the state.

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Atlanta

WRBL
Columbus

WGPC
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GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Dade.....142	5.9	.004	38	1.2	1.2	.58	55.81	435	.001	45	125	2	712	.001	583	592	N. A.	.001	25
Dawson.....127	4.5	.003	27	1.0	1.0	.61	43.08	99		34	81		320		333	333	N. A.		
Decatur.....125	22.2	.017	38	5.3	2.7	1.56	36.04	4,181	.008	347	149	10	6,867	.008	1,295	1,793	N. A.	.008	47
De Kalb (Atlanta).....127	86.9	.066	323	22.6	19.3	1.96	49.17	15,579	.029	1,701	139	24	58,375	.064	2,577	2,811	15.5	.048	73
Dodge.....129	21.0	.016	42	4.8	3.2	2.03	30.69	2,657	.005	198	127	4	4,775	.005	1,000	1,223	N. A.	.005	31
Dooley.....129	16.9	.013	43	4.0	1.8	1.88	23.18	1,745	.003	188	125	3	3,278	.004	830	1,196	N. A.	.004	31
Dougherty.....125	28.6	.022	88	7.4	3.3	.67	19.96	13,507	.025	1,021	149	37	18,450	.020	2,486	3,628	2.5	.022	100
Douglas.....127	16.1	.008	50	2.3	1.9	1.13	38.45	1,374	.002	168	142	5	2,582	.003	1,113	1,238	N. A.	.003	38
Early.....125	18.7	.014	38	4.4	2.2	2.23	23.85	3,038	.006	255	119	4	4,665	.005	1,065	1,486	N. A.	.005	36
Echols.....130	3.0	.002	7	.8	.4	.23	29.43	122		7	88		367		478	634	N. A.		
Effingham.....130	9.6	.007	20	2.3	1.3	.83	44.21	953	.002	114	139	5	1,751	.002	763	1,001	N. A.	.002	29
Elbert.....127	19.6	.015	54	4.7	3.0	1.89	30.24	3,394	.006	219	107	10	5,774	.006	1,227	1,547	N. A.	.006	40
Emanuel.....129	23.5	.018	34	5.5	3.5	2.44	24.99	3,731	.007	356	132	5	6,651	.007	1,210	1,517	N. A.	.007	39
Evans.....130	7.4	.006	40	1.7	1.1	.71	33.39	1,441	.002	322	163	7	2,441	.003	1,396	1,731	N. A.	.003	50
Fannin.....127	14.8	.011	37	3.1	3.1	1.65	61.14	1,012	.002	146	136	2	1,758	.002	566	568	N. A.	.002	18
Fayette.....127	8.2	.006	41	1.8	1.3	1.13	30.88	635	.001	65	127	4	1,199	.001	650	778	N. A.	.001	17
Floyd.....127	56.1	.043	109	13.8	11.6	2.06	28.14	18,326	.034	1,412	137	22	26,559	.029	1,923	2,114	4.6	.032	74
Forsyth.....127	11.3	.009	47	2.6	2.6	2.01	37.35	726	.001	149	106	1	1,694	.002	655	656	N. A.	.002	22
Franklin.....127	15.6	.012	58	3.5	3.0	2.14	34.30	2,423	.004	156	111	4	4,575	.005	1,313	1,428	N. A.	.004	33
Fulton (Atlanta).....127	392.9	.298	751	103.5	71.0	2.95	29.41	240,117	.444	16,470	124	81	283,522	.311	2,740	3,329	37.4	.373	125
Gilmer.....127	9.0	.007	21	2.0	1.9	1.23	50.08	843	.001	64	136	3	1,225	.001	628	629	N. A.	.001	14
Glascok.....126	4.6	.003	32	1.0	.7	.56	30.30	378	.001	72	82	1	975	.001	975	1,143	N. A.	.001	33
Glynn.....130	21.9	.017	52	5.7	3.3	.17	36.39	8,270	.015	709	119	28	11,443	.013	2,016	2,638	2.1	.014	82
Gordon.....127	19.4	.014	52	4.3	4.0	2.16	38.15	3,276	.006	322	130	7	5,445	.006	1,263	1,308	N. A.	.006	43
Grady.....125	19.7	.015	42	4.5	3.0	1.92	37.43	3,101	.006	357	147	4	5,199	.006	1,150	1,411	N. A.	.006	40
Greene.....127	13.7	.010	34	3.3	1.7	1.34	26.92	1,919	.004	219	130	6	3,212	.003	967	1,368	N. A.	.004	40
Gwinnett.....127	29.1	.022	67	6.8	6.1	3.31	38.45	3,863	.007	457	146	7	6,061	.007	888	945	N. A.	.007	32
Habersham.....127	14.8	.011	52	3.4	3.2	1.39	43.11	2,690	.005	204	103	6	4,448	.005	1,318	1,356	N. A.	.005	45
Hall.....127	34.8	.026	82	8.1	7.3	2.40	35.87	9,501	.019	631	117	14	13,548	.015	1,671	1,770	N. A.	.017	65
Hancock.....126	12.8	.010	26	2.7	.9	1.68	24.63	1,445	.002	186	115	5	2,784	.003	1,007	1,621	N. A.	.003	30
Haralson.....127	14.4	.011	50	3.5	3.1	1.63	42.47	2,300	.003	253	117	5	3,625	.004	1,048	1,106	N. A.	.004	36
Harris.....128	11.4	.009	25	2.6	1.2	1.21	33.23	945	.002	145	136	6	1,678	.002	640	932	N. A.	.002	22
Hart.....127	15.5	.012	60	3.5	2.7	2.31	28.65	1,248	.002	104	125	2	2,589	.003	742	855	N. A.	.003	25
Heard.....127	8.6	.007	29	1.9	1.4	1.32	33.53	494	.001	49	158	1	948	.001	498	590	N. A.	.001	14
Henry.....127	15.1	.011	46	3.5	2.0	1.89	29.95	1,850	.003	196	135	5	3,516	.004	1,007	1,334	N. A.	.004	36
Houston.....129	11.3	.009	30	2.7	1.0	1.01	23.86	1,929	.004	172	137	5	3,171	.003	1,193	1,857	N. A.	.003	33
Irwin.....129	12.9	.010	35	2.8	1.8	1.59	28.86	1,396	.003	113	157	3	2,414	.003	870	1,092	N. A.	.003	30
Jackson.....127	20.1	.015	60	4.6	3.9	2.22	29.78	3,116	.006	235	116	4	5,354	.006	1,154	1,266	N. A.	.006	40
Jasper.....129	8.8	.007	24	2.1	1.0	.80	28.75	1,225	.002	84	117	6	2,395	.003	1,116	1,597	N. A.	.003	43
Jeff Davis.....129	8.8	.007	27	1.9	1.5	.96	35.72	1,084	.002	79	203	4	2,042	.002	1,074	1,201	N. A.	.002	29
Jefferson.....128	20.0	.015	38	4.6	2.1	1.94	26.59	3,140	.006	284	120	4	5,486	.006	1,185	1,720	N. A.	.006	40
Jenkins.....130	11.8	.009	34	2.9	1.2	1.24	30.73	1,698	.003	173	133	7	2,976	.003	1,029	1,529	N. A.	.003	33

Before using these figures, see explanation page 9.

Note:
We are omitting
the decorations—
These are **PLAIN FACTS**

AGAIN IN 1942

ATLANTA STANDS
FIRST IN RETAIL SALES...
FIRST IN GEORGIA, FIRST IN
THE SOUTHEAST, FIRST IN THE
ENTIRE SOUTH...

\$230,542,000

THE JOURNAL
STANDS FIRST IN CIRCULATION
... FIRST IN ATLANTA, FIRST IN
GEORGIA, FIRST IN THE ENTIRE
SOUTH...

160,729 DAILY
214,321 SUNDAY

Retail sales figures from
Sales Management, 1942.
Circulation figures from
A. B. C. Publisher's State-
ment, Sept. 30, 1941.

The Atlanta Journal




"THE JOURNAL COVERS DIXIE LIKE THE DEW"



NATIONAL REPRESENTATIVES • SAWYER - FERGUSON - WALKER

GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECT VE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Dens- ity per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thous- and of \$1,500 Pre- ferred Families	National Buy- ing Power, %	Buy- ing Pow- er in- dex
Johnson.....129	13.0	.010	41	3.0	1.9	1.59	24.30	1,568	.003	101	113	2	2,582	.003	851	1,077	N. A.	.003	30	
Jones.....129	8.3	.006	21	1.9	.8	.74	29.54	538	.001	69	168	3	1,231	.001	634	935	N. A.	.001	17	
Lamar.....127	10.1	.008	56	2.5	1.5	.74	32.20	1,748	.003	133	120	9	2,979	.003	1,201	1,556	N. A.	.003	38	
Lanier.....129	5.6	.004	34	1.2	.9	.56	35.25	675	.001	77	95	3	1,052	.001	862	1,021	N. A.	.001	25	
Laurens.....129	33.6	.026	41	7.8	4.7	3.60	26.72	5,738	.011	380	128	5	9,422	.010	1,205	1,560	N. A.	.010	38	
Lee.....125	7.8	.006	22	2.0	.5	.95	15.27	584	.001	50	96	3	914	.001	455	795	N. A.	.001	17	
Liberty.....130	8.6	.007	17	2.0	.7	.92	65.56	956	.002	301	354	2	1,444	.002	716	1,125	N. A.	.002	29	
Lincoln.....126	7.0	.005	28	1.5	.8	1.03	34.46	671	.001	84	124	2	1,202	.001	800	1,088	N. A.	.001	20	
Long.....130	4.1	.003	10	.9	.6	.40	45.06	305	.001	62	182	3	568	.001	609	773	N. A.	.001	33	
Lowndes.....129	31.9	.024	63	7.6	4.2	1.85	31.57	9,377	.017	629	125	19	14,540	.016	1,908	2,546	2.0	.016	67	
Lumpkin.....127	6.2	.005	21	1.4	1.3	.84	50.11	465	.001	71	83	5	1,237	.001	882	902	N. A.	.001	20	
McDuffie.....126	10.9	.008	41	2.6	1.4	.99	22.48	2,048	.004	216	123	7	3,293	.004	1,264	1,725	N. A.	.004	50	
McIntosh.....130	5.3	.004	12	1.4	.6	.13	61.09	832	.002	94	149	6	1,471	.002	1,070	1,599	N. A.	.002	50	
Macon.....129	16.0	.012	40	3.8	1.3	1.35	27.18	2,059	.004	177	131	7	3,745	.004	974	1,558	N. A.	.004	33	
Madison.....127	13.4	.010	48	3.1	2.6	1.88	29.98	1,067	.002	107	134	3	2,046	.002	664	733	N. A.	.002	02	
Marion.....128	7.0	.005	19	1.6	.8	.79	32.75	818	.002	73	155	3	1,097	.001	687	965	N. A.	.002	40	
Meriwether.....127	22.1	.017	44	5.1	2.6	1.86	27.15	2,526	.005	216	104	7	4,673	.005	913	1,273	N. A.	.005	29	
Miller.....125	10.0	.008	35	2.2	1.5	1.40	25.76	1,034	.002	74	154	2	1,752	.002	803	978	N. A.	.002	25	
Mitchell.....125	23.3	.018	46	5.3	2.6	2.86	25.03	3,597	.007	297	136	6	6,519	.007	1,234	1,739	N. A.	.007	39	
Monroe.....129	10.8	.008	27	2.5	1.2	.97	30.72	1,839	.003	192	185	8	3,038	.003	1,214	1,715	N. A.	.003	38	
Montgomery.....129	9.7	.007	41	2.1	1.3	1.08	30.18	823	.002	77	197	2	1,426	.002	692	879	N. A.	.002	29	
Morgan.....127	12.7	.010	36	3.1	1.5	1.33	24.29	1,650	.003	141	115	5	3,076	.003	995	1,418	N. A.	.003	30	
Murray.....127	11.1	.008	33	2.4	2.3	1.26	41.79	998	.002	73	89	2	1,823	.002	772	785	N. A.	.001	13	
Muscogee (Columbus).....128	75.5	.057	343	19.5	13.1	.54	21.40	32,611	.060	2,870	183	35	45,014	.049	2,308	2,832	7.2	.055	96	
Newton.....127	18.6	.014	68	4.5	3.0	1.20	24.94	3,863	.007	333	129	10	6,092	.007	1,358	1,674	N. A.	.007	50	
Oconee.....127	7.6	.006	41	1.8	1.3	.92	31.45	293	.001	36	138	2	648	.001	366	435	N. A.	.001	17	
Oglethorpe.....127	12.4	.009	29	2.7	1.6	1.59	26.19	941	.002	107	129	2	1,591	.002	580	754	N. A.	.002	22	
Paulding.....127	12.8	.010	40	2.8	2.6	1.79	40.82	1,059	.002	88	121	2	2,046	.002	734	769	N. A.	.002	20	
Peach.....129	10.4	.008	69	2.6	1.0	.43	26.44	2,527	.005	207	122	15	4,585	.005	1,783	2,697	N. A.	.005	63	
Pickens.....127	9.1	.007	41	2.1	2.0	.94	34.96	1,220	.002	89	105	6	2,075	.002	1,000	1,030	N. A.	.002	29	
Pierce.....130	11.8	.009	35	2.6	2.0	1.37	38.81	1,958	.004	154	160	3	3,252	.004	1,257	1,436	N. A.	.004	44	
Pike.....127	10.4	.008	45	2.3	1.3	1.16	26.69	832	.002	96	123	5	1,480	.002	638	851	N. A.	.002	25	
Polk.....127	28.5	.022	91	6.4	5.3	1.49	28.75	6,443	.012	480	122	14	10,582	.012	1,646	1,808	N. A.	.012	55	
Pulaski.....129	9.8	.007	39	2.5	1.1	.94	23.23	1,906	.004	147	118	7	3,150	.003	1,264	1,828	N. A.	.003	43	
Putnam.....127	8.5	.006	24	2.0	.8	.83	22.02	1,496	.003	133	110	5	2,532	.003	1,294	1,911	N. A.	.003	50	
Quitman.....149	3.4	.003	20	.7	.3	.36	18.71	185	.001	25	125	1	468	.001	630	1,006	N. A.	.001	33	
Rabun.....127	7.8	.006	21	1.7	1.7	1.04	54.09	1,312	.002	153	126	4	2,218	.002	1,296	1,313	N. A.	.002	33	
Randolph.....125	16.6	.013	38	4.0	1.4	1.95	33.44	2,594	.005	221	144	6	4,713	.005	1,188	1,884	N. A.	.005	38	
Richmond (Augusta).....126	81.9	.062	252	21.2	12.1	.92	25.40	33,757	.062	1,866	122	43	43,748	.048	2,063	2,722	6.8	.053	85	
Rockdale.....127	7.7	.006	60	1.8	1.3	.81	31.47	1,284	.002	133	171	9	2,146	.002	1,177	1,395	N. A.	.002	33	
Schley.....126	5.0	.004	31	1.1	.5	.63	29.72	557	.001	53	136	4	1,152	.001	1,022	1,492	N. A.	.001	25	
Scriven.....130	20.4	.015	31	4.6	2.1	2.32	25.22	2,457	.005	234	115	5	4,518	.005	975	1,415	N. A.	.005	33	
Seminole.....125	8.5	.006	31	1.9	1.2	.95	36.20	1,385	.003	106	145	4	2,346	.003	1,231	1,579	N. A.	.003	50	
Spalding.....127	28.4	.022	141	7.1	5.0	.85	23.44	9,502	.018	615	131	20	13,971	.015	1,966	2,369	2.2	.016	73	
Stephens.....127	13.0	.010	72	3.0	2.5	.89	39.30	2,741	.005	430	143	10	4,769	.005	1,605	1,745	N. A.	.006	60	
Stewart.....128	10.6	.008	23	2.4	.8	1.08	23.85	1,442	.003	143	170	5	2,470	.003	1,030	1,678	N. A.	.003	38	
Sumter.....129	24.5	.019	50	6.3	2.5	1.57	23.89	5,594	.010	396	133	15	9,272	.010	1,475	2,232	N. A.	.010	53	
Talbot.....128	8.1	.006	21	1.8	.6	.83	29.50	698	.001	71	139	5	1,311	.002	715	1,129	N. A.	.002	33	
Taliaferro.....126	6.3	.005	32	1.4	.5	.81	30.17	468	.001	41	100	4	989	.001	721	1,123	N. A.	.001	20	
Tattnall.....130	16.2	.012	33	3.4	2.6	1.70	37.38	2,330	.004	336	146	4	3,715	.004	1,077	1,243	N. A.	.004	33	
Taylor.....128	10.8	.008	27	2.5	1.4	1.16	35.90	1,393	.002	136	123	6	2,569	.003	1,035	1,374	N. A.	.003	38	
Telfair.....129	15.1	.012	34	3.4	2.3	1.41	37.92	2,510	.004	229	170	7	4,434	.005	1,293	1,575	N. A.	.005	42	
Terrell.....125	16.7	.013	51	4.1	1.3	2.00	20.25	2,626	.005	191	159	6	4,759	.005	1,154	1,888	N. A.	.005	38	
Thomas.....125	31.3	.024	58	7.8	4.3	2.06	34.93	7,401	.014	491	143	15	12,084	.013	1,553	2,081	2.6	.013	54	
Tift.....129	18.6	.014	70	4.5	3.1	1.34	28.87	5,484	.010	320	116	14	8,169	.009	1,796	2,194	N. A.	.009	64	
Toombs.....129	17.0	.013	46	3.7	2.7	1.56	30.53	3,517	.006	374	159	6	5,695	.006	1,525	1,804	N. A.	.006	46	
Towns.....127	4.9	.004	29	1.1	1.1	.74	64.01	190	.001	29	121	1	575	.001	546	546	N. A.	.001	25	
Treutlen.....129	7.6	.006	39	1.6	1.2	.86	24.49	989	.002	91	128	3	1,592	.002	982	1,173	N. A.	.002	33	
Troup.....127	43.9	.033	98	10.6	6.7	1.23	22.12	15,064	.028	836	113	24	21,168	.023	1,995	2,513	N. A.	.025	76	
Turner.....129	10.9	.008	37	2.6	1.7	1.32	24.70	1,750	.003	109	121	3	2,947	.003	1,148	1,437	N. A.	.003	38	
Twiggs.....129	9.1	.007	25	2.0	.8	1.01														

Before using these figures, see explanation page 9.

GEORGIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er in dex
Union.....127	7.7	.006	24	1.7	1.7	1.32	61.20	298	36	120	1	891	.001	522	523	N. A.	.001	17
Upson.....127	25.1	.019	75	6.0	4.1	.92	19.75	6,001	.011	413	114	14	10,046	.011	1,706	2,049	N. A.	.011	58
Walker.....142	31.0	.024	69	7.3	6.8	2.33	48.34	4,876	.009	470	134	8	8,116	.009	1,112	1,156	N. A.	.009	38
Walton.....127	20.8	.016	63	4.9	3.4	2.29	23.91	3,520	.007	321	145	7	5,834	.006	1,192	1,434	N. A.	.007	44
Ware.....130	27.9	.021	31	6.7	4.7	1.03	36.54	10,485	.019	769	136	20	14,892	.016	2,219	2,667	2.3	.017	81
Warren.....126	10.2	.008	36	2.4	.9	1.23	23.22	1,138	.002	125	93	7	2,308	.003	962	1,485	N. A.	.003	38
Washington.....126	24.2	.018	36	5.7	2.5	2.51	22.18	3,179	.006	262	128	6	5,843	.007	1,024	1,494	N. A.	.007	39
Wayne.....130	13.1	.010	20	3.0	2.3	.95	35.55	2,313	.004	244	185	6	3,847	.004	1,288	1,493	N. A.	.004	40
Webster.....128	4.7	.004	24	1.0	.4	.58	25.32	325	.001	26	217	1	487	.001	478	711	N. A.	.001	25
Wheeler.....129	8.5	.006	28	1.8	1.3	.99	29.56	519	.001	47	142	1	1,109	.001	607	732	N. A.	.001	17
White.....127	6.4	.005	26	1.4	1.3	.92	48.78	343	.001	44	147	2	627	.001	450	462	N. A.	.001	20
Whitfield.....127	26.1	.020	93	6.1	5.7	1.59	42.22	7,706	.014	590	129	16	11,179	.012	1,839	1,899	N. A.	.013	65
Wilcox.....129	12.8	.010	33	2.9	1.8	1.39	26.64	1,221	.002	65	118	2	2,454	.003	854	1,093	N. A.	.003	30
Wilkes.....126	15.1	.011	32	3.6	1.5	1.76	33.68	2,256	.004	191	166	6	3,634	.004	1,006	1,507	N. A.	.004	38
Wilkinson.....129	11.0	.008	24	2.6	1.4	1.09	28.94	1,200	.002	123	152	5	2,112	.002	800	1,093	N. A.	.002	25
Worth.....125	21.4	.016	37	4.9	2.6	2.66	21.23	1,915	.004	172	174	3	3,211	.004	657	894	N. A.	.004	25
STATE TOTAL.....	3,123.7	2.372	53	752.2	492.4	216.03	30.80	809,999	1.497	65,057	136	23	1,200,000	1.317	1,595	1,982	109.8	1.414	60

For Georgia City figures, see page 145.

FLORIDA—County Data

Alachua.....131	38.6	.029	43	9.9	5.8	2.11	46.19	11,362	.021	1,489	164	32	15,620	.017	1,579	2,064	3.7	.020	69
Baker.....131	6.5	.005	11	1.5	1.1	.43	35.26	861	.002	119	86	6	1,386	.002	920	1,089	N. A.	.002	40
Bay.....133	20.7	.016	28	5.5	4.3	.16	50.41	5,469	.010	601	138	19	7,506	.008	1,370	1,566	N. A.	.009	56
Bradford.....131	6.7	.007	30	2.1	1.5	.90	48.62	1,615	.003	311	249	9	2,122	.002	1,010	1,166	N. A.	.003	43
Brevard.....131	16.1	.012	16	4.9	3.4	.76	50.02	6,196	.012	409	108	31	9,247	.010	1,880	2,283	1.7	.011	92
Broward.....132	39.8	.030	33	11.7	7.9	.95	43.41	18,553	.034	2,010	126	41	25,461	.028	2,184	2,668	3.9	.032	107
Calhoun.....133	8.2	.006	15	2.0	1.6	.52	47.92	1,117	.002	80	151	7	1,466	.002	745	824	N. A.	.002	33
Charlotte.....134	3.7	.003	5	1.1	.9	.10	50.44	1,214	.002	63	95	22	1,556	.002	1,382	1,542	.3	.002	67
Citrus.....134	5.8	.004	10	1.7	1.1	.22	46.70	1,197	.002	42	124	15	1,699	.002	1,001	1,222	N. A.	.002	50
Clay.....131	6.5	.005	11	1.8	1.3	.29	49.16	886	.002	429	557	16	1,558	.002	874	1,047	.6	.003	60
Collier.....134	5.1	.004	3	1.7	.9	.09	18.19	1,357	.003	15	94	22	1,650	.002	971	1,316	N. A.	.002	50
Columbia.....131	16.9	.013	21	4.2	2.5	1.38	40.05	3,663	.007	284	133	17	5,421	.006	1,294	1,661	N. A.	.007	54
Dade (Miami).....132	267.7	.203	130	75.9	64.3	1.44	41.37	158,951	.294	13,227	126	65	208,185	.228	2,742	3,000	37.8	.263	130
De Soto.....134	7.8	.006	12	2.2	1.7	.60	47.94	2,325	.004	254	159	20	3,633	.004	1,660	1,904	.8	.004	67
Dixie.....131	7.0	.005	10	1.9	1.0	.19	23.66	1,484	.003	45	122	9	1,828	.002	972	1,337	N. A.	.002	40
Duval (Jacksonville).....131	210.1	.160	271	55.2	38.0	1.44	35.67	89,670	.166	10,035	148	57	139,928	.154	2,537	3,076	24.7	.168	105
Escambia.....133	74.7	.057	113	18.1	13.6	1.16	46.66	22,028	.041	3,342	170	32	35,115	.039	1,940	2,257	5.7	.044	77
Flagler.....131	3.0	.002	6	.9	.5	.11	32.34	552	.001	26	130	16	850	.001	901	1,239	N. A.	.001	50
Franklin.....131	6.0	.005	11	1.6	1.0	.02	48.04	1,186	.002	126	221	12	1,915	.002	1,193	1,481	N. A.	.002	40
Gadsden.....131	31.4	.024	62	6.5	2.7	1.47	38.85	5,913	.011	608	120	10	8,190	.009	1,257	1,869	N. A.	.010	42

Before using these figures, see explanation page 9.

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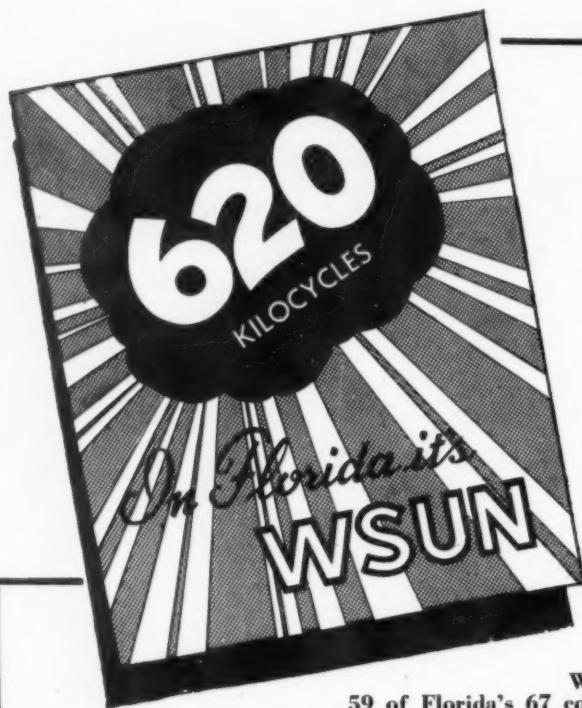
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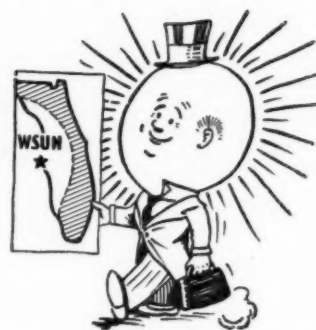
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FLORIDA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Families	National Buying Power, %	Buy- ing Power In- dex
Glachrist.....131	4.3	.003	13	1.0	.8	.53	53.04	585	.001	105	118	5	999	.001	963	1,073	N. A.	.001	33
Glades.....134	2.7	.002	4	.8	.5	.16	39.42	438	.001	3	150	7	823	.001	995	1,311	.2	.001	50
Gulf.....133	7.0	.005	13	1.8	1.2	.08	32.83	1,243	.002	150	176	18	1,679	.002	941	1,172	N. A.	.002	40
Hamilton.....131	9.8	.007	19	2.4	1.4	.93	37.01	1,253	.002	75	139	7	1,979	.002	820	1,083	N. A.	.002	29
Hardee.....134	10.2	.008	16	2.7	2.5	1.13	55.19	2,334	.004	168	77	10	3,521	.004	1,304	1,363	N. A.	.004	50
Hendry.....134	5.2	.004	4	1.7	1.0	.16	28.65	1,599	.003	151	120	28	2,550	.003	1,488	1,972	.7	.003	75
Hernando.....134	5.6	.004	12	1.6	1.2	.55	49.50	1,550	.003	142	115	15	2,133	.002	1,340	1,580	N. A.	.002	50
Highlands.....134	9.2	.007	9	2.5	2.0	.39	43.70	2,731	.005	268	94	26	3,738	.004	1,496	1,700	N. A.	.005	71
Hillsborough (Tampa).....134	180.1	.137	173	49.9	41.3	3.63	42.78	65,372	.121	5,743	131	35	93,491	.103	1,875	2,076	19.1	.114	83
Holmes.....133	15.4	.012	32	3.4	3.3	1.67	46.41	844	.002	40	133	4	1,570	.002	455	470	N. A.	.002	17
Indian River.....131	9.0	.007	18	2.6	1.8	.74	46.47	2,891	.005	183	96	28	3,978	.004	1,552	1,878	.8	.004	57
Jackson.....133	34.4	.026	37	8.2	5.1	3.58	44.11	5,024	.009	525	107	8	8,468	.009	1,035	1,309	N. A.	.009	35
Jefferson.....131	12.0	.009	20	2.9	1.1	1.29	42.71	1,274	.002	109	80	6	1,979	.002	671	1,054	N. A.	.002	22
Lafayette.....131	4.4	.003	8	1.0	.9	.55	51.98	435	.001	56	92	2	975	.001	940	1,021	N. A.	.001	33
Lake.....131	27.3	.021	27	8.0	5.8	2.02	49.14	8,097	.015	780	121	31	12,314	.014	1,539	1,824	2.6	.015	71
Lee.....134	17.5	.013	22	5.0	3.8	.29	42.65	7,212	.013	611	118	28	9,941	.011	1,991	2,287	1.7	.012	92
Leon.....131	31.6	.024	46	8.4	4.1	1.44	37.36	10,147	.019	1,011	144	56	14,303	.016	1,707	2,402	2.3	.018	75
Levy.....131	12.6	.010	11	3.3	1.9	.85	39.42	1,823	.003	95	122	7	2,790	.003	833	1,082	N. A.	.003	30
Liberty.....131	3.8	.003	5	.9	.7	.25	47.57	243				5	680	.001	719	837	N. A.	.001	33
Madison.....131	16.2	.012	23	4.0	2.1	1.50	35.63	2,383	.004	281	149	8	3,724	.004	940	1,281	N. A.	.004	33
Manatee.....134	26.1	.020	37	7.4	5.8	.67	45.52	8,173	.015	693	129	25	12,264	.013	1,647	1,907	N. A.	.014	70
Marion.....131	31.2	.024	19	8.4	4.8	2.15	53.87	8,934	.017	753	122	23	13,473	.015	1,598	2,112	2.4	.016	67

Before using these figures, see explanation page 9.

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FLORIDA—County Data—(Continued)




The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Families Est'd (in thous- ands)	White Families Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Martin.....132	6.3	.005	11	2.0	1.3	.12	41.59	1,864	.003	140	141	25	2,909	.003	1,470	1,840	.6	.003	60
Monroe.....132	14.1	.011	14	4.0	3.2	.09	39.25	3,184	.006	303	192	24	4,843	.005	1,218	1,368	1.2	.006	55
Nassau.....131	10.8	.008	17	2.7	1.8	.53	50.34	2,073	.004	209	111	19	2,871	.003	1,076	1,325	N. A.	.004	50
Okaloosa.....133	12.9	.010	14	3.1	2.8	.90	51.00	1,993	.004	221	184	7	2,569	.003	840	885	N. A.	.004	40
Okeechobee.....132	3.0	.002	4	.8	.6	.17	53.76	877	.002	7	33	20	1,222	.001	1,483	1,719	N. A.	.001	50
Orange (Orlando).....131	70.1	.053	77	20.4	15.9	2.40	48.10	36,398	.067	3,122	110	49	50,777	.055	2,487	2,838	9.6	.062	117
Osceola.....131	10.1	.008	8	3.2	2.6	.44	54.65	2,477	.005	222	109	17	3,848	.004	1,202	1,353	N. A.	.005	63
Palm Beach.....132	80.0	.061	40	23.9	15.5	.81	37.46	41,526	.077	3,235	117	50	57,191	.063	2,395	2,985	13.1	.070	115
Pasco.....134	14.0	.011	19	4.3	3.6	1.11	54.97	2,585	.005	202	100	11	3,890	.004	914	1,008	N. A.	.005	45
Pinellas (St. Petersburg).....134A	91.9	.070	348	29.0	24.6	.73	49.77	48,199	.089	3,353	111	56	71,569	.079	2,470	2,699	12.7	.083	119
Polk.....134	86.7	.066	47	24.0	18.8	4.27	42.72	31,532	.058	2,583	126	30	45,525	.050	1,899	2,160	7.5	.054	82
Putnam.....131	18.7	.014	23	5.4	3.2	.85	52.31	4,869	.009	525	135	19	7,248	.008	1,351	1,760	1.6	.009	64
St. Johns.....131	20.0	.015	33	5.6	3.7	.35	44.62	6,953	.013	692	120	44	10,596	.012	1,883	2,336	2.3	.013	87
St. Lucie.....132	11.9	.009	20	2.3	2.2	.60	39.08	5,315	.010	445	93	33	7,361	.008	2,220	2,739	1.1	.009	100
Santa Rosa.....133	16.1	.012	16	3.8	3.3	1.22	51.13	1,673	.003	150	136	6	2,766	.003	726	790	N. A.	.003	25
Sarasota.....134	16.1	.012	28	4.7	3.7	.19	47.60	8,785	.016	896	121	62	12,192	.013	2,617	2,968	1.9	.015	125
Seminole.....131	22.3	.017	70	6.2	3.4	.76	46.40	5,994	.011	457	125	29	9,662	.010	1,549	2,091	1.7	.011	65
Sumter.....131	11.0	.008	20	3.0	2.1	.80	51.51	1,457	.003	133	128	11	2,421	.003	820	973	N. A.	.003	38
Suwannee.....131	17.1	.013	25	4.1	2.8	1.88	50.91	2,957	.005	222	117	8	4,404	.005	1,071	1,309	N. A.	.005	38
Taylor.....131	11.6	.009	11	3.1	2.0	.48	33.24	2,315	.004	185	109	16	3,426	.004	1,092	1,385	N. A.	.004	44
Union.....131	7.1	.005	30	1.3	.9	.55	37.32	800	.001	54	318	4	925	.001	738	855	N. A.	.001	20
Volusia.....131	53.7	.041	48	16.1	11.9	1.52	50.83	22,368	.041	1,911	120	40	34,034	.037	2,110	2,476	6.0	.040	98
Wakulla.....131	5.5	.004	9	1.3	.9	.29	59.73	777	.001	4	100	5	925	.001	690	859	N. A.	.001	25

Before using these figures, see explanation page 9.

FLORIDA—County Data—(Continued)





The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Pow- er- In- dex
Walton.....	133	14.2	.011	14	3.4	2.9	1.03	55.91	1,940	.004	232	140	9	3,018	.003	901	981	N. A.	.004	38
Washington.....	133	12.3	.009	21	2.9	2.4	1.26	52.33	1,197	.002	64	90	7	2,099	.002	718	802	N. A.	.002	22
STATE TOTAL.....		1,897.4	1.441	35	519.9	384.1	62.25	43.60	710,002	1.312	65,024	130	38	1,019,999	1.119	1,962	2,301	168.3	1.241	85

For Florida City figures, see page 146.

South Atlantic States—City Data

DELAWARE—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE							
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- and's)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Fami- ly dollars	Thous- ands of \$1500 Pre- ferred families	
Dover.....	Kent.....	5.5	16.02	2.07	.004	1.6	46.27	28.10	7,601	41.16	4.47	.014	3,025	N. A.	4,103	14.44	1.67	.004	744	2,508	.7	
Wilmington.....	New Castle.....	112.5	62.65	42.21	.086	29.3	39.36	37.75	90,317	74.85	53.1	3.167	186,560	95,650	110,131	63.30	44.95	.121	979	3,760	11.2	
TOTAL ABOVE	CITIES.....	118.0		44.28	.090	30.9			97,918		57.60	.181			114,234		46.62	.125	968	3,693	11.9	
STATE TOTAL.....		266.5			.202	70.5	47.06		170,000			.314			245,000			.269		3,473	31.8	

For Delaware County figures, see page 120.

DISTRICT OF COLUMBIA

Washington.....	663.1	100.00	100.0	.504	173.4	29.95	53.00	600,000	100.00	100.0	1.109	540,106	92,507	985,000	100.00	100.0	1.081	1,485	5,679	144.5
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For District of Columbia County figures, see page 120.

MARYLAND—City Data

Annapolis.....	Anne Arundel.....	13.1	19.11	.72	.010	2.6	34.24	35.35	12,650	57.80	1.41	.023	2,930	690	9,525	23.62	.64	.010	729	3,715	1.6
*Baltimore.....	Baltimore.....	859.1	*	47.17	.652	227.6	40.85	30.31	560,317	*	62.26	1.036	850,516	930,345	876,555	*	58.44	.962	1,020	3,852	104.5
Cambridge.....	Dorchester.....	10.1	36.07	.55	.008	2.8	33.78	17.81	7,214	76.58	.80	.013	4,506	10,685	9,744	58.60	.65	.011	965	3,465	1.5
Cumberland.....	Allegany.....	39.5	45.40	2.17	.030	10.3	35.50	28.47	28,426	69.73	3.16	.053	18,695	20,046	37,079	53.95	2.47	.041	939	3,566	5.6
Easton.....	Talbot.....	4.5	24.11	.25	.003	1.3	39.75	24.03	5,821	58.36	.61	.010	N. A.	N. A.	4,529	28.49	.30	.005	1,000	3,365	.7
Frederick.....	Frederick.....	15.8	27.57	.87	.012	4.3	37.28	30.24	16,235	64.03	1.80	.030	6,630	11,195	15,434	35.26	1.03	.017	975	3,621	2.0
Hagerstown.....	Washington.....	32.5	47.20	1.78	.025	8.8	28.47	25.82	23,405	74.11	2.60	.043	21,106	25,987	32,364	61.98	2.16	.035	996	3,664	4.2
Salisbury.....	Wicomico.....	13.3	38.55	.73	.010	3.9	41.08	25.90	14,194	80.52	1.58	.026	11,092	11,892	13,762	49.27	.92	.015	1,034	3,615	1.6
TOTAL ABOVE CITIES.....		987.9		54.24	.750	261.5			667,962		74.22	1.243			998,992		66.61	1.096	1,011	3,819	122.1
STATE TOTAL.....		1,821.3			1.383	465.7	47.41		900,002			1.663			1,499,999			1.646	824	3,221	226.7

*Independent City.

For Maryland County figures, see page 120.

VIRGINIA—City Data

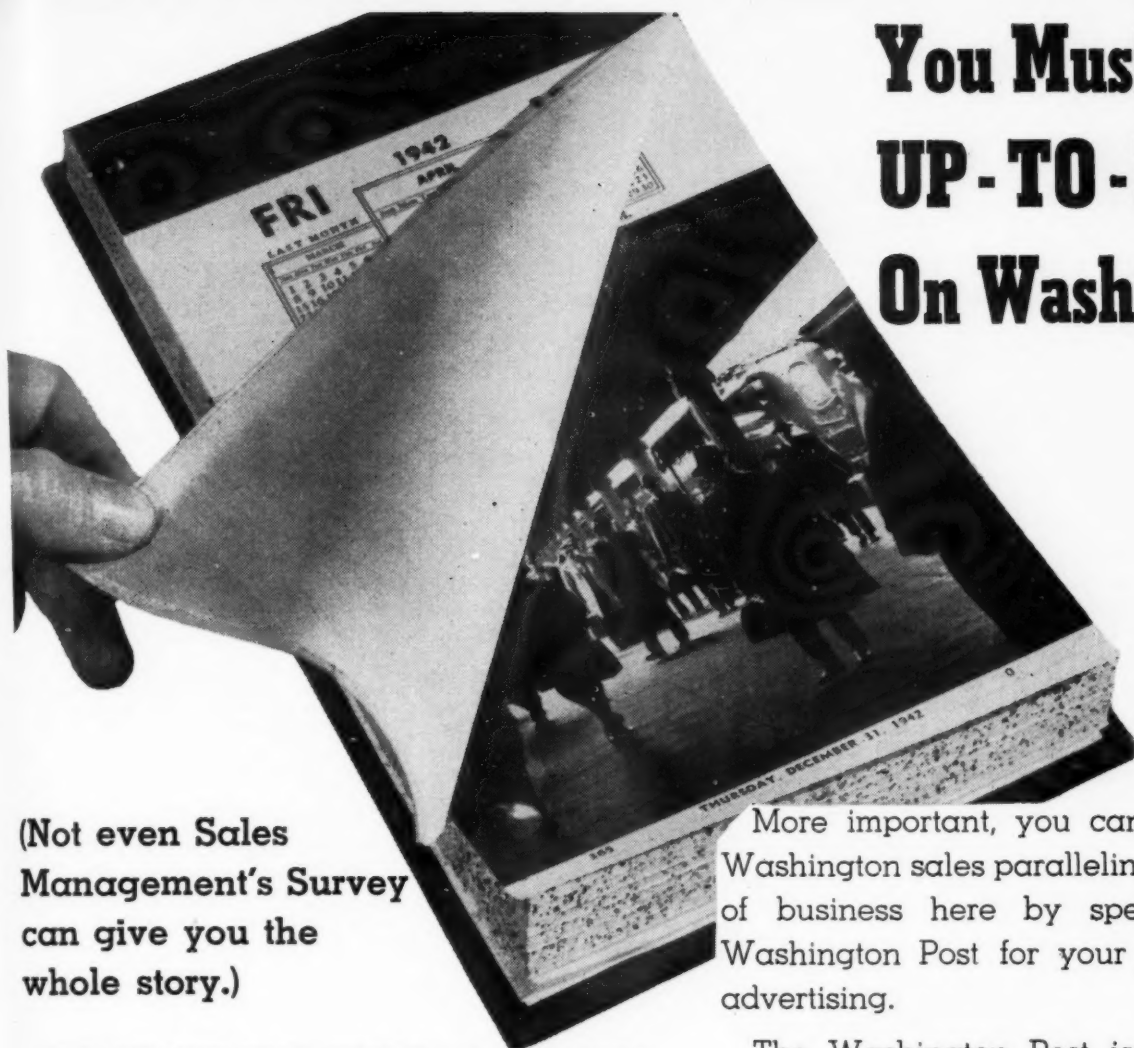
*Alexandria.....	Arlington.....	33.5	*	1.25	.025	8.8	43.69	44.57	18,531	*	2.26	.034	29,436	2,744	29,983	*	2.19	.033	894	3,417	4.8
§ Bristol.....	Washington.....	9.8	*	.36	.007	2.4	44.02	23.31	6,963	*	.85	.013	9,750	16,635	6,934	*	.51	.008	710	2,943	.9
*Charlottesville.....	Albemarle.....	19.4	*	.72	.015	5.3	41.43	30.46	16,631	*	2.03	.031	5,952	5,377	19,458	*	1.42	.021	1,003	3,693	2.6
Covington.....	Alleghany.....	6.3	27.77	.24	.005	1.5	36.42	24.43	5,772	55.52	.70	.011	2,896	N. A.	5,064	26.97	.37	.005	804	3,299	.5
*Danville.....	Pittsylvania.....	32.7	*	1.22	.025	8.3	36.51	19.90	20,519	*	2.50	.038	44,527	N. A.	24,301	*	1.77	.027	742	2,924	2.9
*Fredericksburg.....	Spotsylvania.....	10.1	*	.38	.008	2.6	39.55	30.41	10,105	*	1.23	.019	5,096	N. A.	7,021	*	.51	.008	697	2,707	1.3
*Hampton.....	Elizabeth City.....	5.9	*	.22	.004	1.7	44.45	24.82	5,701	*	.70	.011	1,781	N. A.	4,535	*	.33	.005	769	2,750	.6
*Harrisonburg.....	Rockingham.....	8.8	*	.33	.007	2.3	41.48	25.13	10,423	*	1.27	.019	5,043	N. A.	7,226	*	.53	.008	824	3,125	1.0
*Lynchburg.....	Campbell.....	44.5	*	1.66	.034	11.4	38.69	21.60	27,015	*	3.29	.050	34,622	34,496	39,474	*	2.88	.043	886	3,454	4.7
*Martinsville.....	Henry.....	10.1	*	.38	.008	2.3	40.78	23.08	6,793	*	.83	.013	3,784	15,807	7,358	*	.54	.008	730	3,178	.8
*Newport News.....	Warwick.....	37.1	*	1.39	.028	9.7	29.91	20.68	24,519	*	2.99	.045	10,497	N. A.	37,893	*	2.77	.041	1,022	3,697	4.4
*Norfolk.....	Norfolk.....	144.3	*	5.39	.109	37.4	28.41	25.88	85,018	*	10.37	.157	144,205	71,464	136,052	*	9.93	.149	943	3,637	16.6
*Petersburg.....	Dinwiddie.....	30.6	*	1.14	.023	8.2	27.39	15.81	18,094	*	2.21	.033	16,518	N. A.	27,724	*	2.02	.030	905	3,393	2.7

*Independent City.

§See also Bristol, Tenn.

Before using these figures, see explanation page 9.

You Must Keep UP-TO-DATE On Washington



(Not even Sales
Management's Survey
can give you the
whole story.)

DEPARTMENT STORE sales up 52%! Bus and street car passenger traffic up 30%! Government employment in Washington up 27%. These are comparisons with the same month of last year. How can an annual market guide—even the best—tell you the potential business available in a market booming like that?

So don't be too easily satisfied in the Washington market in 1942. Don't set your sights too low, based on last year's sales or 1941 statistics. Washington is the busiest, most prosperous major market in America and is getting bigger by the hour.

You can keep your Washington statistics as up-to-date as possible by writing for The Washington Post's monthly bulletin, "Business in Washington."

More important, you can keep your Washington sales paralleling the up line of business here by specifying The Washington Post for your Washington advertising.

The Washington Post is not only a potent and respected voice in the councils of the government . . . it's also a powerful force for the sale of merchandise—at a profit. Post circulation continues to grow and continues to concentrate on the families who constitute the best customers for volume sales. Post advertising continues to grow, too, with The Post showing the big gains and maintaining its reputation as the only Washington paper to increase its share of all Washington advertising every year.

You belong in The Washington Post in 1942—and in a great big way!

The Washington Post

Washington's Home Morning Newspaper





Osborn, Scolaro, Meeker & Co. George D. Close, Inc.

APRIL 10, 1942

[141]

VIRGINIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
*Portsmouth	Norfolk	50.7 *		1.90	.038	13.2	30.76	19.81	20,010 *		2.44	.037	5,544	14,025	44,479 *		3.25	.049	877	3,363	5.4
*Richmond	Henrico	193.0 *		7.21	.147	50.9	29.09	28.29	138,520 *		16.89	.256	287,657	485,327	205,797 *		15.02	.226	1,066	4,042	23.1
*Roanoke	Roanoke	69.3 *		2.59	.053	17.9	40.29	25.61	47,516 *		5.79	.088	49,724	N. A.	65,173 *		4.76	.072	941	3,631	9.0
*Staunton	Augusta	13.3 *		.50	.010	2.9	41.85	29.24	10,456 *		1.28	.019	7,233	3,466	8,734 *		.64	.010	655	2,998	1.4
*Suffolk	Nansemond	11.3 *		.42	.009	3.0	30.12	20.63	9,180 *		1.12	.017	11,836	10,147	9,255 *		.68	.010	816	3,108	1.2
*Winchester	Frederick	12.1 *		.45	.009	3.3	37.76	24.94	10,448 *		1.27	.019	5,843	9,368	10,882 *		.79	.012	900	3,290	1.6
TOTAL ABOVE	CITIES	742.8		27.75	.564	193.1			492,214		60.02	.910			697,343		50.91	.765	939	3,611	85.7
STATE TOTAL		2,677.8				2,034	627.5	48.87	819,998			1.516			1,370,003			1.504	512	2,183	184.5

*Independent City.

For Virginia County figures, see page 122.

WEST VIRGINIA—City Data

Beckley	Raleigh	12.9	14.83	.68	.010	3.3	47.73	32.79	13,980	51.01	2.54	.026	12,678	1,437	10,308	24.71	1.16	.011	802	3,166	1.5
*Bluefield	Mercer	20.6	30.23	1.09	.016	5.2	48.70	27.60	13,609	61.84	2.47	.025	23,740	3,696	16,832	41.57	1.90	.018	815	3,241	2.9
Charleston	Kanawha	67.9	34.72	3.57	.052	18.0	30.57	38.25	58,619	71.06	10.66	.108	95,762	14,672	64,105	49.65	7.24	.070	944	3,571	13.0
Clarksburg	Harrison	30.6	36.86	1.61	.023	8.4	39.72	27.60	21,041	75.95	3.83	.039	25,328	14,277	28,885	59.78	3.26	.032	945	3,428	5.1
Elkins	Randolph	8.1	26.88	.43	.008	2.2	N. A.	N. A.	6,330	78.37	1.15	.012	2,876	N. A.	6,577	54.05	.74	.007	809	3,010	N. A.
Fairmont	Marion	23.1	33.64	1.22	.017	6.1	43.36	25.99	16,662	70.54	3.03	.031	9,905	13,483	21,436	52.60	2.42	.024	928	3,495	3.9
Huntington	Cabell-Wayne	78.8		4.14	.060	20.9	38.48	27.51	43,013	N. A.	7.82	.080	54,564	N. A.	60,011		6.78	.066	761	2,868	11.3
Logan	Logan	5.2	7.62	.27	.004	1.3	N. A.	N. A.	7,453	38.58	1.36	.014	3,846	N. A.	4,931	15.64	.56	.006	955	3,932	1.0
Martinsburg	Berkeley	15.1	51.91	.79	.011	4.1	38.55	21.01	8,177	90.46	1.49	.015	11,250	10,625	13,030	94.26	1.47	.014	865	3,149	1.9
Morgantown	Monongalia	16.7	32.50	.86	.013	4.7	36.92	24.49	14,114	77.74	2.57	.026	5,524	2,792	15,231	50.18	1.72	.017	915	3,224	2.9
Moundsville	Marshall	14.2	35.25	.74	.011	3.1	43.79	17.93	4,584	58.87	.83	.008	1,366	8,685	8,624	66.10	.97	.009	609	2,825	1.1
Parkersburg	Wood	30.1	48.24	1.58	.023	8.6	42.19	27.51	20,773	86.41	3.78	.038	15,182	11,085	30,292	72.61	3.42	.033	1,006	3,506	5.5
Welch	McDowell	6.3	6.64	.33	.005	1.7	N. A.	N. A.	6,764	23.15	1.23	.013	1,987	N. A.	5,050	12.16	.57	.006	806	3,108	N. A.
Wheeling	Ohio	61.1	83.57	3.21	.046	16.6	39.41	28.50	37,542	83.63	6.83	.069	57,062	N. A.	59,923	92.72	6.77	.066	981	3,620	9.8
Williamson	Mingo	8.4	20.50	.44	.006	2.3	N. A.	N. A.	6,637	59.97	1.21	.012	6,891	N. A.	6,692	37.23	.76	.007	800	2,929	.7
TOTAL ABOVE	CITIES	399.1		20.98	.303	106.5			279,298		50.80	.516			351,927		39.74	.386	882	3,304	6.06
STATE TOTAL		1,902.0				1,445	444.8	43.71	549,998			1.017			884,999			.971	465	1,990	138.0

*Combined population of Bluefield City (Mercer County, W. Va.) and Bluefield town (Tazewell County, Va.) is 24,562.

For West Virginia County figures, see page 124.

NORTH CAROLINA—City Data

Asheville	Buncombe	51.3	47.18	1.44	.039	13.3	31.67	22.18	37,011	90.90	4.30	.068	23,543	8,280	47,864	69.59	3.44	.053	933	3,602	7.3
Burlington	Alamance	12.2	21.24	.34	.009	2.8	34.74	25.37	12,755	67.21	1.48	.024	9,212	28,360	7,977	26.80	.57	.009	654	2,805	1.2
Charlotte	Mecklenburg	100.9	66.46	2.83	.077	25.0	27.45	27.06	70,418	94.83	8.19	.130	305,410	59,356	94,614	84.58	6.81	.104	938	3,790	12.5
Concord	Cabarrus	15.6	26.22	.44	.012	3.8	38.07	17.60	9,198	53.82	1.07	.017	5,428	N. A.	6,600	23.96	.48	.007	424	1,745	1.0
Durham	Durham	60.2	75.01	1.69	.046	15.3	23.61	23.24	32,209	92.10	3.74	.060	50,933	N. A.	48,073	93.83	3.48	.053	799	3,147	6.6
Elizabeth City	Pasquotank	11.6	56.22	.32	.009	2.9	37.75	16.98	5,885	87.57	.68	.011	5,518	1,500	7,800	67.42	.56	.008	675	2,689	1.0
Fayetteville	Cumberland	17.4	29.38	.49	.013	4.2	31.74	19.77	12,240	89.49	1.42	.023	7,524	3,392	11,300	52.82	.81	.012	648	2,707	1.4
Gastonia	Gaston	21.3	24.35	.60	.016	5.0	27.35	15.01	11,875	55.73	1.38	.022	25,954	19,624	14,787	46.21	1.06	.016	694	2,937	1.4
Goldsboro	Wayne	17.3	29.62	.48	.013	4.1	26.15	18.32	10,659	72.34	1.24	.020	10,878	6,260	10,895	46.99	.78	.012	631	2,628	1.6
Greensboro	Guilford	59.3	38.54	1.66	.045	14.6	30.42	27.04	38,011	63.21	4.42	.070	78,115	59,305	53,229	52.11	3.83	.058	897	3,646	7.0
Greenville	Pitt	12.7	20.69	.35	.010	3.0	29.59	23.21	9,132	56.58	1.06	.017	45,245	3,520	8,135	32.48	.59	.009	642	2,678	1.4
Henderson	Vance	7.6	25.52	.21	.006	1.8	N. A.	N. A.	7,138	87.16	.83	.013	12,423	N. A.	4,051	32.88	.29	.004	530	2,251	.7
Hickory	Catawba	13.5	26.11	.38	.010	3.3	40.54	18.93	8,982	65.96	1.04	.017	4,692	15,690	6,966	34.80	.50	.008	516	2,115	1.0
High Point	Guilford	38.5	25.01	1.08	.029	9.6	31.65	19.54	17,998	29.93	2.09	.033	15,886	82,400	26,906	26.34	1.94	.030	699	2,795	4.3
Kinston	Lenoir	15.4	37.34	.43	.012	3.7	30.85	18.12	10,018	82.44	1.16	.019	N. A.	3,141	9,528	47.01	.69	.010	619	2,577	1.2
Lumberton	Rebeson	5.8	7.55	.16	.004	1.4	N. A.	N. A.	6,313	42.35	.73	.012	9,336	N. A.	3,523	14.64	.25	.004	607	2,486	.6
Mount Airy	Surry	6.3	15.04	.18	.005	1.5	N. A.	N. A.	4,937	51.41	.57	.009	2,533	N. A.	3,814	23.99	.27	.004	607	2,513	.6
New Bern	Craven	11.8	37.75	.33	.009	3.1	30.51	15.45	6,872	85.04	.80	.013	N. A.	3,577	9,755	67.76	.70	.011	826	3,160	1.4
No. Wilkesboro	Wilkes	4.5	10.41	.12	.003	1.0	N. A.	N. A.	4,598	75.94	.53	.008	N. A.	N. A.	2,494	26.44	.18	.003	557	2,280	.4
Raleigh	Wake	46.9	42.81	1.31	.036	10.6	29.87	31.80	35,017	81.95	4.07	.065	36,594	9,215	37,766	56.37	2.72	.041	805	3,577	6.0
Reidsville	Rockingham	10.4	17.94	.29	.008	2.6	39.87	18.95	5,683	40.59	.66	.011	14,214	N. A.	6,773	31.22	.49	.007	652	2,648	1.1
Rocky Mount	Edgecomb-Nash	25.6		.72	.019	6.2	30.56	18.92	13,262		1.54	.025	36,654	9,124	17,916		1.29	.020	701	2,876	2.3
Salisbury	Rowan	19.0	27.51	.53	.014	5.0	32.65	20.48	15,055	72.66	1.75	.028	11,892	12,086	15,164	49.55	1.09	.017	797	3,063	1.8
Shelby	Cleveland	14.0	24.18	.39	.011	3.4	35.28	16.04	7,950	64.56	.92	.015	5,805	12,275	5,058	28.33	.36	.006	360	1,502	.9
Statesville	Iredell	11.4	22.69	.32	.009	2.9	40.33	18.10	7,187	64.02	.84	.013	4,595	10,657	8,081	37.38	.44	.007	532	2,105	1.0
Washington	Beaufort	8.6	23.82	.24	.006	2.1	N. A.	N. A.	5,371	70.87	.82	.010	7,942	N. A.	5,015	37.69	.36	.006	585	2,337	.7

Before using these figures, see explanation page 9.

RALEIGH POPULATION

53,661*

* New census made under direction of U. S. Census Bureau as of Feb. 11, 1942, in order to include persons residing in area officially taken in Corporate City Limits on Jan. 1, 1942.

42% POPULATION INCREASE SINCE 1930!

An IMPORTANT CITY, PLUS One of the
South's Most Important TRADING AREAS
COVERED by ONE Newspaper.

The News and Observer

MORNING and SUNDAY ————— RALEIGH, N. C.

DAILY CIRCULATION

67,677

SUNDAY CIRCULATION

69,020

(A.B.C. Audit Report for 12 months ending Dec. 31, 1941)

NORTH CAROLINA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thou- sands of \$1500 Pre- ferred families
Wilmington.....	New Hanover..	33.4	69.69	.94	.025	8.6	29.72	19.00	19,976	96.59	2.32	.037	30,632	11,350	28,569	74.70	2.06	.031	855	3,331	2.8
Wilson.....	Wilson.....	19.2	38.30	.54	.015	4.8	26.68	19.76	10,747	80.26	1.25	.020	53,788	N. A.	12,262	57.73	.88	.013	638	2,554	2.1
Winston-Salem..	Forsyth.....	79.8	63.11	2.23	.061	20.2	26.90	19.80	38,041	85.75	4.42	.070	55,020	N. A.	69,412	87.51	4.99	.076	870	3,440	7.0
TOTAL ABOVE	CITIES.....	751.5		21.04	.571	185.8			474,538		55.12	.880			582,327		41.89	.639	775	3,134	7.83
STATE TOTAL		3,571.6			2.712	789.7	42.43		859,995			1.590			1,390,008			1.525	1,760	198.5	

For North Carolina County figures, see page 125.

Before using these figures, see explanation page 9.

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Are your Charleston sales up 67%

or 35%...or 40%...or 81%

Last September, the New York Times reported that Charleston's department stores showed the greatest sales increase in America—67% over 1940, according to Federal Reserve Board data. Now Sales Management reports increases of 35% in Retail Sales and 40.7% in Wholesale Sales. Along with these sales increases go increased income—up 38%—a cool \$755 more per family in Charleston alone!

This is all solid gain...not just a "war boom," but a steady surge forward, based on a dramatic industrial rebirth. Charleston today... thanks partially to a vast hydroelectric development...is one of America's great diversified industrial centers.

How can you be sure of your increase? Follow the leaders to WCSC—Charleston's oldest, most popular radio station.




WCSC

Represented by Free & Peters, Inc.

CHARLESTON, S. C. • THE CBS STATION FOR THE COASTAL CAROLINAS

SOUTH CAROLINA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941 ESTIMATE							
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies Est'd (in thous- 's'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families	
Anderson.....	Anderson.....	19.4	21.90	1.02	.015	5.3	27.74	15.79	12,540	59.84	2.67	.023	10,195	5,778	16,187	52.44	2.48	.018	833	3,081	1.4	
Charleston.....	Charleston.....	71.3	58.85	3.75	.054	20.4	17.99	21.24	42,120	90.82	8.96	.078	46,996	18,680	55,758	85.41	8.51	.061	782	2,732	5.7	
Columbia.....	Richland.....	62.4	59.51	3.28	.047	15.4	26.70	24.87	45,516	91.59	9.68	.084	64,954	18,705	50,832	82.06	7.76	.056	815	3,309	5.1	
Conway.....	Horry.....	5.1	9.75	.27	.004	1.2	N. A.	N. A.	6,020	52.02	1.28	.011	N. A.	N. A.	3,216	20.27	.49	.003	635	2,536	N. A.	
Florence.....	Florence.....	16.1	22.75	.85	.012	4.3	27.85	19.14	12,818	62.06	2.73	.024	10,731	2,826	11,939	42.90	1.82	.013	744	2,768	1.7	
Greenville.....	Greenville.....	34.7	25.43	1.83	.027	9.7	21.33	22.42	40,010	74.94	8.51	.074	72,230	21,894	32,009	42.39	4.89	.035	922	3,297	3.2	
Greenwood.....	Greenwood.....	13.0	32.48	.69	.010	3.4	22.65	14.94	9,015	70.97	1.92	.017	3,538	6,902	11,058	62.90	1.69	.012	849	3,282	.8	
Hartsville.....	Darlington.....	5.4	11.95	.28	.004	1.4	N. A.	N. A.	4,741	46.81	1.01	.009	4,638	N. A.	3,416	24.62	.52	.004	633	2,499	N. A.	
Orangeburg.....	Orangeburg.....	10.5	16.51	.55	.008	2.9	24.02	14.05	7,848	57.87	1.67	.015	5,466	2,678	8,039	45.24	1.23	.009	764	2,728	1.0	
Rock Hill.....	York.....	15.0	25.59	.79	.011	3.8	31.66	18.61	8,708	56.79	1.85	.016	6,765	16,504	12,171	55.08	1.86	.013	811	3,214	N. A.	
Spartanburg.....	Spartanburg.....	32.2	25.25	1.70	.025	8.3	24.51	20.76	30,500	79.29	6.49	.056	36,357	14,815	27,929	49.91	4.26	.031	866	3,354	6.1	
Sumter.....	Sumter.....	15.9	30.26	.83	.012	4.2	24.65	17.55	12,275	87.08	2.61	.023	9,441	6,100	13,391	76.45	2.04	.015	844	3,199	1.0	
TOTAL ABOVE	CITIES.....	301.0		15.84	.229	80.3			232,111		49.38	.430			245,945		37.55	.270	817	3,063	2.60	
STATE TOTAL		1,899.8			1.443	435.0	30.64		469,995			.869			655,000			.719	345	1,506	52.8	

For South Carolina County figures, see page 130.

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 270.

A CALL

for AMERICA'S BEST SALESMEN

Taxes alone are not enough to meet the costs of waging our war. We must all buy defense savings bonds and stamps. . . . But despite their being the safest investment on earth, a patriotic duty, and a guard against inflation, these bonds must be "sold," just as your products must be sold. . . . And who can do a better job of selling them than America's army of trained salesmen?

Your salesmen will have better morale if they know they are helping Uncle Sam. So turn them loose on selling defense bonds to customers, friends, neighbors. Organize their efforts; train them. . . . Are you looking for a good sales contest? Build one around the sale of defense bonds. Call it a "Remember Pearl Harbor" contest. Give defense bonds as prizes. . . . And do as so many are doing — devote part of your advertising space and time to telling the people how all of us can help lick the Axis by buying bonds and stamps.

GEORGIA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Albany	Dougherty	19.1	66.71	.61	.014	5.1	19.52	16.29	12,995	96.21	1.60	.024	18,361	2,610	15,191	82.34	1.27	.017	797	3,008	1.7
Americus	Sumter	9.3	37.88	.30	.007	2.7	30.01	13.36	4,793	85.68	.59	.009	3,133	N. A.	6,341	68.39	.53	.007	683	2,364	.8
Athens	Clarke	20.7	72.72	.66	.016	5.6	34.18	18.39	12,792	97.65	1.58	.024	12,914	7,522	11,657	64.84	.97	.013	564	2,067	1.8
Atlanta	DeKalb-Fulton	302.3		9.68	.229	82.0	25.33	23.12	230,542		28.46	.426	619,784	230,680	238,949		19.91	.262	790	2,914	31.8
Augusta	Richmond	65.9	80.52	2.11	.050	17.5	21.52	15.78	32,518	96.33	4.01	.060	39,668	27,824	40,622	92.85	3.38	.046	616	2,320	5.5
Brunswick	Glynn	15.0	68.59	.48	.011	3.9	29.70	14.56	7,149	86.44	.88	.013	6,307	6,761	8,174	71.43	.68	.009	544	2,086	1.3
Columbus	Muscogee	53.3	70.58	1.71	.040	14.2	18.40	18.09	30,501	93.53	3.77	.056	22,558	N. A.	32,832	72.94	2.74	.036	616	2,321	5.0
Dalton	Whitfield	10.4	40.02	.34	.008	2.6	37.34	17.85	6,802	88.27	.84	.013	N. A.	N. A.	6,062	54.23	.51	.007	580	2,298	.9
Decatur	De Kalb	16.6	19.05	.53	.012	4.5	47.98	31.62	6,717	43.12	.83	.012	640	326	10,191	17.46	.85	.011	615	2,268	2.7
Gainesville	Hall	10.2	29.42	.33	.008	2.7	34.36	17.10	8,463	89.07	1.04	.016	N. A.	N. A.	5,934	43.80	.49	.007	579	2,207	.8
Griffin	Spalding	13.2	46.51	.42	.010	3.5	21.97	16.03	8,651	91.04	1.07	.016	5,478	7,605	7,632	54.63	.64	.008	577	2,172	1.1
La Grange	Troup	22.0	50.10	.70	.017	5.5	15.59	11.40	8,455	56.05	1.04	.016	5,816	N. A.	11,355	53.64	.95	.012	517	2,066	1.7
Macon	Bibb	57.9	69.07	1.85	.044	16.7	18.09	13.88	33,027	94.96	4.08	.061	32,340	37,240	41,253	87.08	3.44	.045	713	2,474	4.9
Moultrie	Colquitt	10.1	30.74	.32	.008	2.6	27.86	14.96	5,502	82.70	.68	.010	3,611	N. A.	5,452	49.38	.45	.006	537	2,078	.8
Rome	Floyd	26.3	46.81	.84	.020	7.0	28.74	17.18	16,490	89.98	2.04	.030	7,252	15,862	14,930	56.21	1.24	.016	568	2,135	2.2
Savannah	Chatham	96.0	81.37	3.07	.073	26.4	18.64	18.21	44,519	94.32	5.50	.082	87,532	13,687	60,484	98.39	5.04	.066	630	2,291	8.2
Thomasville	Thomas	12.7	40.54	.41	.010	3.5	38.22	13.60	6,038	81.58	.75	.011	3,700	1,902	6,338	52.45	.53	.007	500	1,808	1.3
Valdosta	Lowndes	15.6	48.95	.50	.012	4.0	28.62	15.88	8,459	90.21	1.04	.016	10,815	4,315	8,556	58.84	.71	.009	549	2,127	1.1
Waycross	Ware	16.8	60.02	.54	.013	4.3	35.54	14.46	10,038	95.74	1.24	.019	N. A.	2,855	9,309	62.51	.78	.010	555	2,169	1.9
TOTAL ABOVE	CITIES	793.4		25.40	.602	214.3			494,451		81.04	.914			541,282		45.11	.594	682	2,526	75.4
STATE TOTAL		3,123.7			2.372	752.2	30.80		809,999			1.497			1,120,000			1.317	384	1,595	109.8

For Georgia County figures, see page 133.

Before using these figures, see explanation page 9.

APRIL 10, 1942

[145]

Be Sure
to Include

ST. PETERSBURG

On Your
1942 Schedules

St. Petersburg, Florida's Fourth market,
again leads in *per capita buying power*.
Here is the record: St. Petersburg \$946,
Miami \$912, Jacksonville \$785, Tampa
\$735. (S. M. figures).

Buying power index is 119. Percentage
of owner-occupied homes is 49.77. Popu-
lation increased 50% in past decade.
St. Petersburg's two daily newspapers
blanket the market.

No outside newspaper has as much as 300 average daily circulation in St. Petersburg.

ST. PETERSBURG TIMES - - EVENING INDEPENDENT

Represented nationally by Theis-Simpson Company, and in Jacksonville by V. J. Obenauer, Jr.

FLORIDA—City Data

The "SM" symbols mark original, exclu-
sive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U S A	Families Est'd (in thou- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U S A	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thou- sands of \$1500 Pre- ferred families
Bradenton	Manatee	7.4	28.52	.39	.006	2.3	44.73	23.18	5,744	70.28	.81	.011	2,033	N. A.	6,242	50.90	.61	.007	839	2,708	.6
Clearwater	Pinellas	10.1	11.04	.53	.008	3.0	43.79	35.82	7,130	14.70	1.00	.013	1,675	692	8,916	12.46	.87	.010	880	2,985	.9
Daytona Beach	Volusia	22.6	42.05	1.19	.017	6.7	45.62	29.68	14,496	64.81	2.04	.027	4,252	2,039	19,400	57.00	1.90	.021	859	2,896	3.1
De Land	Volusia	7.0	13.11	.37	.005	2.2	48.24	21.73	4,870	21.77	.69	.009	1,035	N. A.	6,125	18.00	.60	.007	870	2,836	.5
Fort Lauderdale	Broward	18.0	45.22	.95	.014	5.2	43.94	42.02	13,084	70.52	1.84	.024	4,895	1,264	17,971	70.58	1.76	.020	999	3,428	.9
Fort Myers	Lee	10.6	60.64	.56	.008	3.0	41.43	20.59	6,800	94.29	.96	.012	N. A.	N. A.	7,492	75.36	.73	.008	707	2,509	.9
Fort Pierce	St. Lucie	8.0	67.73	.42	.006	2.2	39.50	18.02	4,444	83.61	.62	.008	3,853	N. A.	6,561	89.13	.64	.007	816	2,989	.5
Gainesville	Alachua	13.8	35.63	.73	.010	3.8	35.76	23.04	9,304	81.89	1.31	.017	5,342	2,162	12,142	77.73	1.19	.013	883	3,223	1.8
Jacksonville	Duval	173.1	82.36	9.12	.131	45.4	30.88	23.12	83,730	93.38	11.79	.154	209,350	71,830	135,890	97.11	13.32	.149	785	2,995	21.0
Lakeland	Polk	22.1	25.46	1.16	.017	6.4	47.11	19.67	13,974	44.32	1.97	.026	5,975	3,070	19,021	41.78	1.86	.021	862	2,974	1.9
Miami	Dade	172.2	64.31	9.07	.131	48.5	37.79	31.99	130,017	81.80	18.31	.240	112,530	24,160	157,049	75.44	15.40	.172	912	3,239	22.8
Miami Beach	Dade	28.0	10.46	1.48	.021	7.7	24.18	86.85	25,772	16.21	3.63	.048	4,094	806	25,896	12.44	2.54	.028	924	3,347	3.1
Ocala	Marion	9.0	28.76	.47	.007	2.5	37.74	18.63	7,852	87.89	1.11	.015	2,100	N. A.	7,504	55.70	.74	.008	835	2,987	.8
Orlando	Orange	36.7	52.42	1.94	.028	10.7	42.81	27.80	33,707	92.61	4.75	.062	22,260	4,660	32,467	63.94	3.18	.036	884	3,022	4.7
Pensacola	Escambia	37.4	50.15	1.97	.029	9.9	38.28	19.46	18,674	84.77	2.63	.034	15,050	7,528	27,831	79.26	2.73	.031	743	2,825	3.6
St. Augustine	St. Johns	12.1	60.41	.64	.009	3.5	43.57	19.21	6,058	87.13	.85	.011	N. A.	640	8,172	77.12	.80	.009	676	2,346	1.8
St. Petersburg	Pinellas	60.8	66.21	3.20	.046	19.9	48.45	32.24	40,845	84.74	5.75	.076	9,174	4,076	57,543	80.40	5.64	.063	946	2,889	9.3
Sanford	Seminole	10.2	45.81	.54	.008	2.9	41.87	14.60	5,030	83.92	.71	.009	10,620	550	6,850	70.90	.67	.008	670	2,343	1.0
Sarasota	Sarasota	11.1	69.17	.59	.008	3.3	48.23	33.60	7,917	90.12	1.12	.015	N. A.	536	9,097	74.61	.89	.010	817	2,796	1.0
Tallahassee	Leon	16.2	51.32	.86	.012	4.7	34.76	24.02	8,805	86.77	1.24	.016	N. A.	2,480	13,368	93.46	1.31	.015	823	2,824	1.1
Tampa	Hillsborough	108.4	60.17	5.71	.082	29.9	36.67	18.35	60,905	93.17	8.58	.113	116,540	58,370	79,695	85.24	7.81	.087	735	2,664	13.5
W. Palm Beach	Palm Beach	33.7	42.12	1.78	.026	9.6	41.95	29.80	26,342	63.43	3.71	.050	11,485	2,732	29,837	52.17	2.93	.033	886	3,104	6.1
TOTAL ABOVE CITIES		828.5		43.67	.629	233.3			535,500		75.42	.990			695,069		68.1	2.763	839	2,979	100.9
STATE TOTAL		1,897.4			1.441	519.9	43.60		710,002			1.312			1019,999			1.119	538	1,962	168.3

For Florida County figures, see page 137.

Before using these figures, see explanation page 9.

Look Before You Leap!

If any of the figures on these pages seem incomprehensible or confusing, you must have skipped the introductory explanation beginning on page 9. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

THE ANSWER TO YOUR WARTIME MERCHANDISING PROBLEM IS TO CONCENTRATE YOUR SALES EFFORTS IN PROVEN MARKETS

FOR EXAMPLE: Sales Management's 1941 figures show the seven counties comprising the Southeast Florida trading area as one of the nation's richest markets, with combined retail sales of \$230,270,000 and an effective buying income of \$308,172,000.

Dade County's 1941 figures alone show retail sales of \$158,951,000 (an increase of \$7,565,000 over 1940) and an effective buying income of \$209,185,000 (an increase of \$34,138,000 over 1940).

LET SOUTHEAST FLORIDA'S BEST SALESMAN DO THE JOB FOR YOU! Concentrate your advertising in The Miami Herald... Its complete coverage of the Dade County and Southeast Florida markets will bring you maximum results at minimum cost.

Use a PROVEN MEDIUM in a PROVEN MARKET.

The Miami Herald

STORY, BROOKS & FINLEY—National Representatives

GREATER MIAMI—"A National Market"

TRADING AREAS of EAST NORTH CENTRAL STATES

- Largest Trading Areas
- Other Important Trading Centers



PICTOGRAPH BY
Sales Management

*The Best Farm Families
in the Best Farm Region*
are Your Best Farm Customers
and They Prefer*

SUCCESSFUL FARMING

In the fertile upper Mississippi Valley—the 13 Heart States—farm families will enjoy more than half of the 13 billion dollar farm income that will be produced during 1942.

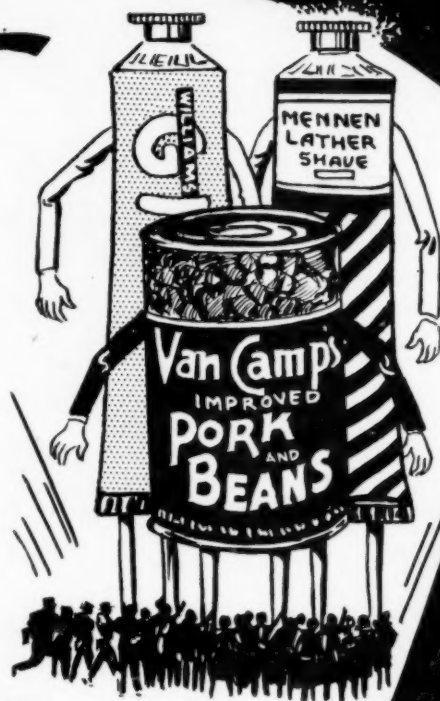


Giants

To us, every product using our facilities is a Giant and deserves the greatest possible amount of merchandising attention. The Dougherty Lumber Co. reports we produce "actual cash register response." Van Camp's calls it "plus advertising" and the two shaving products campaigns we carried simultaneously had the following to say: J. B. Williams Co.—"These extras in my humble estimation have helped greatly the success of 'True or False'."

The Mennen Co.—"We want you to know that we appreciate this co-operation very much and feel certain that it will be production of good results with the drug trade."

Whether your product is competitive or one of a kind, why not avail yourself of our "plus advertising" and get "actual cash register response."



Nat'l Representatives

WHK. Paul H. Raymer Co.

WCLE, Radio Adv. Corp.




WHK-WCLE

CLEVELAND, OHIO

East North Central States—County Data

OHIO—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Adams.....	50	21.7	.016	37	5.9	5.9	2.68	57.39	3,961	.007	222	97	5	7,444	.008	1,265	1,268	1.6	.007	44
Allen.....	54	73.3	.056	179	20.3	19.8	2.57	52.33	37,379	.069	2,932	140	51	63,328	.069	3,127	3,167	10.1	.069	123
Ashland.....	45	29.8	.023	70	8.7	8.7	2.34	61.62	13,932	.026	1,248	121	38	23,506	.026	2,710	2,714	5.1	.026	113
Ashtabula.....	45	68.7	.052	97	19.6	19.5	4.75	62.90	32,792	.061	2,538	116	48	60,323	.066	3,082	3,091	10.3	.064	123
Athens.....	47	46.2	.035	92	12.2	12.0	2.41	52.71	15,396	.028	1,139	109	27	26,713	.029	2,180	2,208	3.3	.028	80
Auglaize.....	54	28.0	.021	70	7.9	7.9	2.39	63.88	9,639	.016	908	142	25	18,059	.020	2,277	2,279	2.8	.019	90
Belmont.....	33	95.6	.073	177	25.0	24.3	3.46	49.83	27,752	.051	2,017	108	34	48,716	.053	1,945	1,976	10.5	.052	71
Brown.....	50	21.6	.016	44	6.3	6.0	3.33	60.84	5,071	.009	325	113	12	8,657	.010	1,384	1,411	1.8	.009	56
Butler (Hamilton).....	50	120.3	.091	255	32.5	30.9	2.93	49.56	53,990	.100	4,201	130	66	103,289	.113	3,179	3,269	19.3	.107	118
Carroll.....	45	17.4	.013	44	4.5	4.5	1.93	60.73	4,076	.006	367	166	17	6,989	.008	1,536	1,555	1.8	.008	62
Champaign.....	48	25.3	.019	58	7.3	7.0	2.05	55.82	9,099	.017	837	124	24	17,187	.019	2,366	2,420	2.6	.018	95
Clark (Springfield).....	48	95.6	.073	238	26.7	24.3	2.28	45.66	45,254	.084	4,356	131	60	76,711	.084	2,878	3,027	14.1	.086	118
Clermont.....	50	34.1	.026	75	9.7	9.5	3.46	61.32	9,507	.018	1,282	138	30	15,909	.017	1,635	1,658	3.8	.019	73
Clinton.....	50	22.6	.017	55	6.8	6.6	2.02	54.02	9,980	.018	712	134	32	17,012	.019	2,493	2,535	2.6	.018	106
Columbiana.....	45	90.1	.068	169	24.4	24.0	3.64	57.15	40,904	.076	3,675	135	47	69,343	.076	2,838	2,864	12.4	.077	113

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 270.

AKRON'S

IMPORTANCE WAS ESTABLISHED
WHEN OPM SAID, "THERE'LL
BE NO MORE TIRES."



COMPLETE COVERAGE

KEEP YOUR SALES MESSAGES
CONSTANTLY BEFORE ALL THE
BUYERS IN THE RICH, FREE-
SPENDING AKRON MARKET BY
TAKING ADVANTAGE OF THE
COMPLETE COVERAGE OF-
FERED BY AKRON'S ONLY
NEWSPAPER.

We've been telling you what a great industrial city Akron is, but it took OPM to make you realize what an important part Akron plays in the daily life of every American citizen.

Every time you are put to some inconvenience due to the shortage of tires or any one of a thousand other rubber items, you'll think of Akron, and when you do, remember this . . .

Akron already is accomplishing bigger things; its great rubber companies are busy producing synthetic rubber. But this production will be expanded many times, since the Government has announced plans to increase the capacity of synthetic rubber output up to 500,000 tons a year.

This new expansion added to over 650 millions of dollars in defense contracts already held by Akron plants will give you some idea of the action to be found in this great city.

Our workers are not sitting idle. On January 15, 1942, Akron area showed an increase of 25% in employment over the same date in 1941 and a 2% increase over December, 1941. Additional thousands will find employment in new defense plants, now under construction, as soon as they are completed.

IMPORTANT IN PEACE TIME, BUT MORE
IMPORTANT IN WAR TIME... THAT'S AKRON,
THE CITY OF ACTION.

AKRON BEACON JOURNAL

REPRESENTED BY STORY, BROOKS & FINLEY

New York, Philadelphia, Chicago, Cleveland, Los Angeles, Atlanta

WSAI offering the ONLY COMPLETE RADIO SELLING SERVICE in the CINCINNATI MARKET



The finest *technical facilities* for intensive coverage of the Greater Cincinnati market and perfect production of your broadcast message.

The finest *program facilities* of any Cincinnati station.

A tested, effective *merchandising program* that keeps plugging your program and selling your product from broadcast to moment-of-purchase.

Ideal relations with the *dealers* who handle your product.

*** *it sells faster if it's*

WSA IDENTIFIED

5000 WATTS, DAY AND NIGHT—NBC AND BLUE NETWORKS
REPRESENTED BY SPOT SALES, INCORPORATED

O H I O—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Coshocton.....47	30.6	.023	54	8.7	6.7	2.50	61.51	11,052	.020	908	121	25	19,673	.022	2,279	2,289	3.8	.021	91
Crawford.....45	35.6	.027	88	10.4	10.3	2.05	59.00	15,520	.020	1,419	134	51	29,497	.032	2,840	2,859	5.5	.031	115
Cuyahoga (Cleveland Heights- Cleveland-Laked.).....45	1,217.3	.924	2,669	336.5	314.2	2.50	39.10	684,658	1.265	62,163	133	98	1,269,845	1.394	3,773	3,921	234.6	1.353	146
Darke.....51	38.8	.030	64	11.1	11.1	4.68	55.47	13,839	.026	1,042	116	20	23,338	.026	2,094	2,102	4.3	.026	67
Defiance.....55	24.4	.019	59	6.9	6.9	2.14	61.85	9,527	.018	921	131	27	17,012	.019	2,480	2,481	2.4	.019	100
Delaware.....47	26.6	.020	58	7.6	7.4	2.78	59.90	9,418	.017	748	138	26	16,002	.018	2,109	2,136	3.3	.018	90
Erie.....45	43.2	.033	164	12.0	11.8	1.56	57.32	21,252	.039	1,715	134	56	40,241	.044	3,342	3,385	7.0	.042	127
Fairfield.....47	48.5	.037	96	13.3	13.2	3.03	58.72	16,969	.031	1,191	108	32	29,360	.032	2,212	2,218	6.3	.031	84
Fayette.....47	21.4	.016	53	6.0	5.9	1.56	48.53	9,512	.018	492	132	23	16,947	.019	2,794	2,848	2.4	.018	113
Franklin (Columbus).....47	388.7	.295	723	105.7	96.5	3.51	42.56	233,816	.432	17,322	123	77	376,427	.413	3,560	3,744	65.4	.421	143
Fulton.....55	23.6	.018	58	6.8	6.8	2.77	63.65	9,672	.018	1,006	139	20	16,335	.018	2,402	2,403	3.2	.019	106
Gallia.....47	24.9	.019	53	6.1	5.7	2.74	61.43	5,838	.011	441	110	13	10,595	.012	1,751	1,805	2.0	.012	63
Geauga.....45	19.4	.015	48	5.2	5.1	2.50	63.60	5,940	.011	691	125	31	10,321	.011	1,987	2,003	2.8	.012	80
Greene.....51	35.9	.027	86	9.7	8.6	2.16	52.54	12,098	.022	1,445	130	36	20,251	.022	2,096	2,235	4.9	.023	85
Guernsey.....49	38.8	.030	73	11.1	10.9	2.77	60.80	12,125	.022	936	139	21	20,479	.022	1,852	1,868	4.1	.022	73

Before using these figures, see explanation page 9.

MONTREAL
TORONTO
WINNIPEG

GIBBONS KNOWS CANADA

J. J. GIBBONS LIMITED • ADVERTISING AGENTS

REGINA
CALGARY
EDMONTON
VANCOUVER

SALESMANAGERS - *Look at the* COLUMBUS, OHIO MARKET!

- ★ 32 Rich Counties
- ★ 77 Cities { 1000 or More Population
- ★ 739 Smaller Towns
- ★ 83,000 Farms
- ★ 347,000 Homes
- ★ Million Adult Buyers
- ★ HALF BILLION Retail Sales
- ★ 4000 Progressive Columbus Merchants
- ★ \$159,167,000 Cols. Retail Sales
- ★ Columbus Population 94.7% Native Born



YOU can completely cover this important city as well as its tributary towns and villages with just ONE newspaper, THE DISPATCH, with a circulation of 153,085 and a coverage of the Columbus homes BY

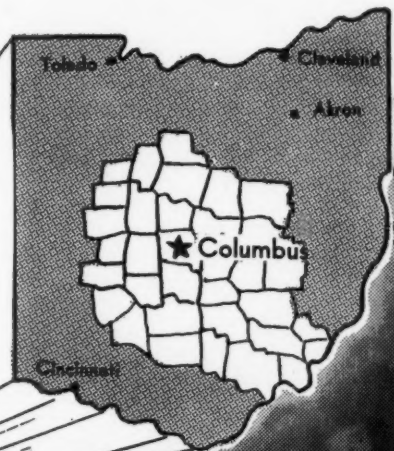
CARRIER of 90%. The Dispatch has maintained its leadership for years in both circulation and advertising. Last year 809 Display Advertisers used this newspaper EXCLUSIVELY.

The Columbus Dispatch

GREATEST SINGLE SALES INFLUENCE IN CENTRAL OHIO

O'MARA & ORMSBEE, National Representatives

NEW YORK—DETROIT—CHICAGO—SAN FRANCISCO—LOS ANGELES



What this book does not
tell you about Cincinnati

THE POST WILL!

Our most recent survey, "The Flow of Retail Buying Traffic in Cincinnati, 4th Edition" will answer many questions for you. For example, it will give you brand and point-of-purchase information on many items of—

Baking Products • Condiments • Juices
Beverages • Dairy Products • Fats
Cereals • Desserts • Canned Goods
Soaps and Cleaners • Dog Food.

All this and more, is available to you upon request. It is a service of the paper read by 6 out of every 10 families in Cincinnati.

The survey will give you similar information on . . .

Home appliances, automobiles and allied products, drug and toilet requisites, home furnishings, and wearing apparel.

Other economic data includes family information . . .

Ages, incomes, paydays, occupations, values of homes owned or rents paid, and newspaper reading habits.

The Cincinnati Post

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.

A Scripps-Howard Newspaper






MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO MEMPHIS DETROIT PHILADELPHIA

O H I O—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fam- ilies Est'd (in thous- ands)	White Fam- ilies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Hamilton (Cincinnati).....	50	622.0	.472	1,502	181.3	162.1	2.87	N. A.	371,737	.687	26,988	122	98	683,845	.751	3,771	4,011	95.2	.715	151
Hancock.....	55	40.8	.031	77	11.9	11.9	2.83	56.93	16,580	.031	1,298	124	36	27,262	.030	2,281	2,289	6.2	.031	100
Hardin.....	54	27.1	.021	58	8.0	7.9	2.36	55.48	8,902	.016	776	139	23	14,984	.016	1,881	1,893	3.2	.016	76
Harrison.....	45	20.3	.015	49	5.5	5.4	1.82	59.98	4,742	.009	535	128	25	9,329	.010	1,682	1,704	2.1	.010	67
Henry.....	55	22.8	.017	55	6.3	6.3	2.45	58.48	7,921	.015	704	112	19	13,318	.015	2,107	2,109	2.5	.015	88
Highland.....	50	27.1	.021	49	8.0	7.7	2.99	57.10	9,856	.018	484	113	21	16,636	.018	2,076	2,116	2.6	.017	81
Hocking.....	47	21.5	.016	51	5.7	5.7	1.40	53.10	5,666	.010	364	107	16	9,358	.010	1,633	1,638	2.0	.010	63
Holmes.....	45	17.9	.014	42	4.5	4.5	2.29	65.36	4,753	.009	327	119	11	8,673	.010	1,914	1,914	1.8	.009	64
Huron.....	45	34.8	.026	70	9.9	9.8	2.46	62.86	15,131	.028	1,469	131	44	29,048	.032	2,928	2,947	5.5	.031	119
Jackson.....	47	27.0	.021	64	7.1	7.0	1.76	65.25	8,615	.016	546	108	18	14,792	.016	2,090	2,103	N. A.	.016	76
Jefferson.....	30	98.1	.075	239	24.6	23.4	2.01	46.02	44,388	.082	2,813	106	61	74,467	.082	3,031	3,117	15.5	.081	168
Knox.....	47	31.0	.024	58	9.1	9.1	2.89	59.48	12,540	.023	1,187	110	34	21,365	.023	2,334	2,348	4.6	.024	100
Lake.....	45	50.0	.038	216	13.8	13.6	1.60	57.10	23,855	.044	2,962	131	73	40,550	.045	2,944	2,962	9.9	.047	124
Lawrence.....	53	46.7	.036	102	11.4	11.0	2.80	51.16	11,022	.020	974	126	19	19,703	.022	1,724	1,760	4.1	.021	58
Licking.....	47	62.3	.047	91	18.3	18.1	3.99	58.57	25,836	.048	1,933	108	41	44,731	.049	2,438	2,458	9.3	.048	102
Logan.....	54	29.6	.023	64	8.8	8.6	2.49	60.20	11,501	.021	911	116	29	19,457	.021	2,219	2,240	3.7	.021	91
Lorain.....	45	112.4	.085	227	30.2	29.3	3.42	57.90	50,274	.093	4,732	138	72	91,290	.100	3,020	3,073	19.8	.099	116
Lucas (Toledo).....	55	344.3	.262	1,004	96.1	92.2	2.40	50.16	194,661	.360	17,315	142	80	350,462	.385	3,648	3,733	63.1	.378	144
Madison.....	47	21.8	.017	47	5.4	5.3	1.55	45.39	7,905	.015	562	104	21	13,823	.015	2,536	2,584	2.2	.015	86
Mahoning (Youngstown).....	46	240.3	.182	573	59.1	55.1	2.63	47.00	123,916	.229	9,148	130	60	231,725	.254	3,923	4,080	31.6	.241	132
Marion.....	47	44.9	.034	111	12.8	12.6	1.84	54.01	19,323	.036	1,483	121	41	32,828	.036	2,573	2,588	6.3	.036	106
Medina.....	45	33.0	.025	78	9.3	9.2	3.13	65.29	14,854	.027	1,645	120	41	25,692	.028	2,761	2,773	5.3	.029	116

Before using these figures, see explanation page 9.



Every day is pay day for someone in Cincinnati . . . but the important thing is the "Buying-binge" that follows. For ad-men know that 75% to 100% of pay money is spent by the end of the day following the day the "Ghost Walks."

The new, 5th Annual Times-Star Payroll Poll, hot off the press, shows you which days are the **BIGGEST** pay days in Cincinnati . . . tells you what days are the **BEST** days to advertise in the Cincinnati Times-Star.

*This valuable data is available **FREE** to agencies and advertisers. Write for your copy today.*

CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief
Owners and Operators of Radio Station WKRC

NEW YORK: Martin L. Marsh, 60 E. 42nd St.

CHICAGO: Kellogg M. Patterson, 333 N. Michigan.

Increase Upon Increase in DAYTON PAYROLLS and DAYTON JOURNAL- HERALD CIRCULATION



Dayton Industrial Payrolls Gained as Follows:

19% increase in 1939 over 1938

16% increase in 1940 over 1939

33% increase in 1941 over 1940

32% increase in Jan., 1942, over Jan., 1941

Dayton Journal-Herald circulation gained 29% in the past five years. Now more than 82,000 net paid daily. First in Dayton!

THE DAYTON JOURNAL-HERALD

NATIONALLY REPRESENTED BY: THE GEORGE A. MCDEVITT CO.

OHIO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Meigs.....47	24.1	.018	56	6.7	6.6	2.70	63.28	6,627	.012	480	107	15	12,726	.014	1,897	1,921	1.8	.013	72
Mercer.....54	28.3	.020	58	6.7	6.6	2.79	65.89	9,137	.017	888	145	22	14,749	.016	2,215	2,217	2.8	.017	85
Miami.....51	52.8	.040	129	15.0	14.7	2.87	53.68	22,961	.042	2,254	139	43	39,237	.043	2,608	2,639	7.1	.044	110
Monroe.....49	18.6	.014	41	4.9	4.9	2.99	68.83	2,859	.005	228	104	9	5,422	.006	1,103	1,105	1.6	.005	36
Montgomery (Dayton).....51	295.5	.224	635	82.1	76.8	4.16	46.84	162,072	.300	15,539	132	80	282,203	.310	3,436	3,568	49.4	.312	139
Morgan.....49	14.2	.011	34	4.0	3.9	2.19	63.81	3,200	.006	187	95	12	5,413	.006	1,362	1,380	1.2	.006	55
Morrow.....47	15.6	.012	39	4.6	4.6	2.31	62.63	3,546	.007	352	130	12	6,715	.007	1,469	1,471	1.7	.007	58
Muskingum.....49	69.8	.083	105	19.8	19.2	3.38	55.90	31,657	.059	2,470	111	43	54,942	.060	2,769	2,819	9.7	.060	113
Noble.....49	14.6	.011	36	4.0	4.0	2.19	71.92	2,607	.005	188	98	8	5,033	.006	1,253	1,254	N. A.	.005	45
Ottawa.....55	24.4	.018	93	6.9	6.8	1.68	62.39	9,872	.018	937	132	32	16,827	.018	2,444	2,453	3.2	.018	100
Paulding.....55	15.5	.012	37	4.4	4.3	1.76	56.14	4,443	.008	424	109	12	8,134	.009	1,855	1,881	N. A.	.009	75
Perry.....47	31.1	.024	76	8.4	8.3	2.13	62.28	7,877	.015	584	97	19	15,571	.017	1,863	1,876	2.8	.016	67
Pickaway.....47	27.9	.021	55	7.0	6.8	1.87	49.74	7,447	.014	468	103	18	12,843	.014	1,845	1,863	2.6	.014	67

Before using these figures, see explanation page 9.

Please do not attempt to use these figures before reading the complete explanation on page 9 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.



YOU DON'T NEED TWO UMBRELLAS FOR COMPLETE DAYTON COVERAGE

Your message in the NEWS eliminates expensive duplication—and places your message in the hands and minds of from 25% to 35% MORE FAMILIES than any other paper in this market.

As a consequence, the NEWS leads in Retail, General and Total Display lineage—and that leadership is growing in direct proportion to the enormous increases in this market's population and spending power.

Circulation as of Sept. 30, 1941—
68,326 — Without Duplication!

the NEWS
does it **ALONE!**




Quick Facts About the News:

Daily circulation—15,677 more than any other Miami Valley Paper, Sunday circulation: 67,016—which is 3,796 more than any other Sunday paper. Total display lineage leadership in 1941—2,348,617 more lines than the second paper; 6,604,092 more lines than the third paper.

THE DAYTON DAILY NEWS, Dayton, Ohio

OHIO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er in- dex	
Pike.....	50	16.1	.012	36	3.9	3.8	1.70	59.30	2,757	.005	204	109	8	5,016	.006	1,280	1,301	N. A.	.006	50
Portage.....	45	46.7	.036	93	12.8	12.6	3.37	62.17	16,719	.031	2,667	157	47	27,940	.031	2,183	2,206	8.7	.034	94
Preble.....	51	23.3	.018	55	6.8	6.7	2.59	55.25	8,121	.015	665	123	23	14,770	.016	2,184	2,190	2.6	.016	89
Putnam.....	55	25.0	.019	52	6.5	6.5	2.87	63.53	7,532	.014	686	111	15	15,157	.017	2,334	2,335	2.1	.016	84
Richland.....	45	73.9	.056	148	20.0	19.7	2.86	57.32	36,769	.068	3,648	130	61	61,020	.067	3,043	3,073	13.1	.070	125
Ross.....	47	52.1	.040	76	13.1	12.5	2.77	48.78	17,932	.033	1,112	106	34	29,694	.033	2,268	2,324	6.3	.032	80
Sandusky.....	55	41.0	.031	100	11.7	11.6	2.38	59.52	17,631	.033	1,386	136	36	28,885	.032	2,471	2,483	6.8	.032	103
Scioto.....	50	86.6	.066	142	21.6	21.1	3.35	44.98	30,447	.056	1,901	123	29	53,003	.058	2,455	2,484	11.6	.056	85
Seneca.....	55	48.5	.037	88	13.2	13.1	2.78	56.21	20,974	.039	1,725	131	42	35,232	.039	2,668	2,681	7.4	.039	105
Shelby.....	51	26.1	.020	64	7.1	7.0	2.25	55.70	9,221	.017	861	136	27	15,650	.017	2,233	2,249	3.2	.017	85

Before using these figures, see explanation page 9.

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TRUE STORY, edited for Wage Earners—the fami- lies who get 69c* of each defense dollar—wherever it's spent.

Naturally—magazines sell in *all areas*—but True Story, because it's edited for Wage Earners, sells best where Wage Earners concentrate!

(Therefore, when True Story changed its price, its gains in Ohio naturally were greatest in Ohio's big industrial centers. For example, in Canton, sales of True Story jumped 76.7%, Cincinnati—75.2%, Cleveland—71.9%, and Dayton—76%.)

Wage Earners, with payrolls pyramiding are ten to one as prospects against tax-cramped white collar families—those to whom all other big magazines edit.

That's why True Story offers the best dollar-for-dollar buy among all big magazines.

*Source: Department of Labor, 1941

OHIO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% of U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Power, %	Buy- ing Power in- dex
Stark (Canton).....45	234.9	.178	405	62.2	60.4	4.71	54.89	117,480	.217	11,417	138	65	203,104	.223	3,268	3,321	35.8	.226	127
Summit (Akron).....45A	339.4	.258	822	91.6	88.2	2.99	52.95	177,313	.328	18,061	140	66	337,216	.370	3,683	3,760	56.3	.360	140
Trumbull (Youngstown).....46	132.3	.100	210	33.7	32.7	4.05	57.39	51,561	.095	5,832	151	55	94,240	.104	2,792	2,842	23.4	.104	104
Tuscarawas.....45	68.8	.052	121	18.9	18.6	2.83	59.75	27,145	.050	2,346	130	74	48,540	.053	2,565	2,586	8.0	.052	100
Union.....47	20.0	.015	46	5.8	5.7	2.33	63.71	7,854	.015	448	122	15	13,322	.015	2,314	2,324	2.0	.015	100
Van Wert.....55	26.8	.020	65	7.7	7.6	2.37	59.95	9,687	.018	743	136	24	18,578	.020	2,423	2,431	3.3	.019	95
Vinton.....47	11.6	.009	28	3.0	2.9	1.31	62.18	1,630	.003	162	116	10	3,085	.003	1,044	1,045	N. A.	.003	33
Warren.....50	29.9	.023	73	8.4	8.2	2.46	91.93	9,887	.018	1,008	126	34	16,982	.019	2,024	2,044	3.4	.019	83
Washington.....49	43.5	.033	68	12.1	11.8	3.64	52.43	13,888	.026	891	111	24	26,648	.029	2,199	2,229	5.0	.027	82
Wayne.....45	50.5	.038	90	13.5	13.4	3.78	61.84	21,882	.040	1,957	118	38	37,603	.041	2,786	2,797	7.5	.041	106
Williams.....55	25.5	.019	61	7.7	7.7	2.38	59.79	10,953	.020	1,113	115	25	19,209	.021	2,507	2,509	3.7	.021	111
Wood.....55	51.8	.039	84	14.6	14.5	3.41	60.05	16,842	.031	2,005	129	33	29,221	.032	2,004	2,010	7.2	.033	95
Wyandot.....55	19.2	.015	47	5.4	5.4	1.91	61.63	7,630	.014	608	132	23	13,035	.014	2,397	2,399	2.2	.014	93
STATE TOTAL.....	6,907.6	5.246	168	1897.6	1809.0	233.78	49.97	3,300,006	6.100	284,798	130	64	5,899,990	6.475	3,109	3,193	1054.1	6.363	121

For Ohio City figures, see page 174.

Before using these figures, see explanation page 8.

YOUNGSTOWN *Metropolitan District* is Ohio's 3RD MOST POPULOUS

POPULATION 372,428

Department of Commerce Bureau of Census lists the population of the Youngstown Metropolitan district as the third largest in Ohio, exceeded only by the Cleveland and Cincinnati trade areas.

RETAIL SALES . . . \$214,500,000

Retail sales kept pace with the new production record set by Youngstown steel mills in 1941. Pay rolls are conservatively estimated at \$165,000,000. Continued capacity industrial operations in Youngstown, one of the nation's leading steel centers, insures high business records in 1942.

VINDICATOR COVERAGE

The Youngstown area affords a highly concentrated market. Nearly half a million people live and spend their incomes within a 15-mile radius of Youngstown. The Vindicator circulation, exceeding 76,500 daily and 90,000 Sunday, blankets the city zone and effectively covers this entire prosperous area.

THE VINDICATOR AREA

These two areas—the Youngstown metropolitan area and the A. B. C. trade area—together with the remainder of Mahoning County (lightly shaded) and the surrounding territory shown in the above map, constitute the field principally served by The Youngstown Vindicator. The total population of these three areas is 476,000.

YOUNGSTOWN METROPOLITAN AREA

The T-shaped area (shown in white, above) is the Youngstown Metropolitan Area, as defined by the U. S. Department of Commerce, Bureau of the Census, and contains 372,428 persons.

VINDICATOR'S ABC TRADE AREA

The kite-shaped tract is the trade area assigned to the Youngstown Vindicator by the Audit Bureau of Circulations.

Youngstown Vindicator

and The Youngstown Telegram

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

SAN FRANCISCO

APRIL 10, 1942

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INDIANA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index	
Adams.....	65	21.3	.016	62	5.5	5.5	2.00	62.80	6,543	.016	683	139	26	9,383	.010	1,720	1,721	2.7	.012	75
Allen (Fort Wayne).....	65	155.1	.118	231	42.2	41.5	3.70	56.50	83,119	.154	7,910	141	62	147,855	.161	3,502	3,535	31.0	.161	138
Bartholomew.....	56	28.3	.021	70	8.1	8.1	1.81	50.48	11,120	.020	946	123	29	17,324	.019	2,127	2,135	3.4	.020	95
Benton.....	66	11.1	.008	27	3.1	3.1	1.10	50.65	4,520	.008	445	99	27	6,884	.008	2,241	2,243	1.2	.008	100
Blackford.....	68	13.8	.011	83	3.9	3.9	.94	62.77	5,057	.009	386	111	40	9,061	.010	2,925	2,296	1.4	.010	91
Boone.....	56	22.1	.017	52	6.6	6.6	2.64	55.62	7,953	.015	707	117	28	12,554	.014	1,891	1,894	2.9	.013	78
Brown.....	56	6.2	.005	19	1.6	1.6	.88	68.54	685	.001	77	117	5	1,431	.002	884	886	N. A.	.002	40
Carroll.....	67	15.4	.012	41	4.6	4.6	1.74	58.25	4,702	.009	471	132	13	7,546	.008	1,641	1,641	1.7	.009	75
Cass.....	67	36.9	.028	89	10.3	10.3	2.20	54.36	15,256	.028	1,154	121	35	25,733	.028	2,488	2,498	5.2	.028	100
Clark.....	138	31.0	.024	81	8.5	8.0	1.69	54.30	7,188	.013	2,090	364	25	13,325	.015	1,560	1,620	3.5	.018	75
Clay.....	70	25.4	.019	70	7.3	7.3	2.15	63.88	7,830	.015	689	110	25	12,241	.013	1,666	1,678	2.2	.014	74
Clinton.....	56	28.4	.022	70	8.4	8.3	2.05	53.71	12,840	.024	918	114	35	21,179	.023	2,535	2,538	3.7	.023	105
Crawford.....	138	10.2	.008	33	2.7	2.7	1.51	73.87	1,359	.002	177	158	6	2,491	.003	910	911	N. A.	.003	38
Daviess.....	56	26.2	.020	60	7.1	7.0	2.43	60.28	7,135	.013	522	128	21	11,625	.013	1,645	1,651	2.7	.013	65
Dearborn.....	50	23.1	.018	75	6.4	6.4	1.83	60.79	6,583	.012	752	130	37	11,582	.013	1,793	1,802	2.5	.013	72
Decatur.....	56	17.7	.013	48	5.1	5.1	1.74	58.51	6,389	.012	418	123	23	9,986	.011	1,971	1,972	1.9	.011	85
De Kalb.....	65	24.8	.019	68	7.2	7.2	2.12	65.07	9,415	.017	909	127	34	15,300	.017	2,125	2,127	3.6	.018	95
Delaware.....	68	75.0	.056	187	21.7	20.8	2.46	51.66	35,284	.065	2,852	117	47	57,445	.063	2,645	2,707	13.2	.064	114
Dubois.....	135	22.6	.017	52	5.6	5.6	1.90	71.97	6,153	.011	543	106	19	9,421	.010	1,683	1,684	2.8	.011	65
Elkhart.....	69	72.6	.055	155	20.6	20.5	3.18	59.72	34,250	.063	3,489	129	47	57,343	.063	2,779	2,791	13.9	.065	118
Fayette.....	56	19.4	.015	90	5.5	5.3	.99	46.84	7,226	.013	575	113	40	12,554	.014	2,301	2,335	3.7	.014	93
Floyd.....	138	35.1	.026	235	10.1	9.7	1.38	53.28	11,691	.021	1,830	231	35	21,165	.023	2,095	2,145	4.8	.024	92
Fountain.....	74	18.3	.014	46	5.4	5.4	1.62	56.45	6,297	.011	553	113	21	10,374	.011	1,935	1,935	1.9	.011	79
Franklin.....	50	14.4	.011	37	3.8	3.8	1.86	62.15	3,183	.006	192	127	13	5,431	.006	1,418	1,418	1.2	.006	55
Fulton.....	67	15.6	.012	42	4.6	4.6	1.97	59.85	5,350	.010	556	113	18	9,755	.011	2,114	2,116	1.7	.011	92
Gibson.....	135	30.7	.023	62	8.6	8.4	2.29	56.28	7,734	.014	824	107	23	13,797	.015	1,611	1,634	4.1	.015	65
Grant.....	56	55.8	.042	133	15.8	15.4	2.55	55.44	23,226	.043	1,880	128	33	41,644	.046	2,639	2,676	6.8	.045	107
Greene.....	70	31.3	.024	57	9.2	9.1	3.06	65.20	8,328	.015	640	115	14	14,278	.016	1,560	1,562	2.9	.016	67
Hamilton.....	56	24.6	.019	61	7.5	7.4	2.57	58.87	8,596	.016	876	136	25	14,269	.018	1,912	1,927	2.9	.017	89
Hancock.....	56	17.3	.013	57	5.3	5.3	1.84	61.94	6,063	.011	769	128	29	11,166	.012	2,116	2,120	2.1	.012	92
Harrison.....	138	17.1	.013	36	4.6	4.5	2.59	71.46	2,880	.005	363	179	8	5,230	.006	1,146	1,151	1.6	.006	46
Hendricks.....	56	20.2	.015	48	5.9	5.9	2.40	58.94	5,758	.011	701	118	29	9,579	.011	1,625	1,628	2.7	.012	80
Henry.....	56	40.2	.031	101	11.3	11.1	2.32	56.47	14,624	.027	1,289	136	28	26,188	.029	2,327	2,342	6.3	.029	94
Howard.....	56	47.7	.036	163	13.5	13.2	1.88	53.76	22,137	.041	1,667	120	45	35,542	.039	2,627	2,665	6.4	.040	111
Huntington.....	65	29.9	.023	77	8.6	8.6	2.40	60.25	11,935	.022	1,024	128	30	21,062	.023	2,461	2,462	3.5	.023	100
Jackson.....	56	26.6	.020	51	7.3	7.3	2.29	60.44	8,565	.016	603	116	21	14,434	.016	1,978	1,984	2.3	.016	80
Jasper.....	72	14.4	.011	26	3.9	3.9	1.78	53.12	5,124	.009	463	105	22	8,061	.009	2,094	2,097	1.9	.009	82
Jay.....	68	22.6	.017	59	6.7	6.6	2.43	59.65	8,265	.015	775	119	26	13,029	.014	1,955	1,960	2.4	.015	88
Jefferson.....	56	19.9	.015	54	5.3	5.2	2.11	59.72	5,748	.011	575	194	14	10,077	.011	1,904	1,927	1.7	.011	73
Jennings.....	56	13.7	.010	36	3.4	3.4	1.75	64.41	2,933	.005	308	125	16	4,440	.005	1,295	1,307	1.1	.005	50
Johnson.....	56	22.5	.017	71	6.5	6.4	1.95	54.93	7,776	.014	717	118	26	12,265	.013	1,882	1,897	3.1	.014	82
Knox.....	56	44.0	.033	85	12.3	12.2	2.22	51.90	17,025	.031	1,392	127	27	28,585	.031	2,318	2,328	4.3	.031	94
Kosciusko.....	65	29.6	.022	55	8.7	8.7	3.19	61.93	10,783	.020	1,077	113	20	16,938	.019	1,957	1,959	4.0	.020	91
Lagrange.....	65	14.3	.011	38	3.9	3.9	1.82	64.86	4,222	.008	348	112	11	6,393	.007	1,655	1,656	1.3	.008	73
Lake (East Chicago-Gary-Hammond).....	72	283.2	.223	570	75.9	68.9	1.93	42.93	138,640	.256	12,956	132	84	232,383	.255	3,062	3,230	49.1	.261	117
LaPorte.....	72	63.7	.048	105	16.8	16.6	2.48	55.66	29,807	.055	3,089	162	48	45,178	.050	2,691	2,706	11.6	.054	113
Lawrence.....	56	35.0	.027	76	9.6	9.6	2.13	52.87	9,514	.017	753	155	16	17,416	.019	1,812	1,818	4.4	.018	67
Madison.....	56	88.6	.067	196	25.3	24.9	3.34	53.71	39,706	.073	3,774	130	51	67,352	.074	2,660	2,688	14.2	.075	112
Marion (Indianapolis).....	56	480.9	.350	1,147	131.7	117.0	3.08	40.99	268,187	.496	26,064	131	83	501,122	.550	3,806	4,062	78.7	.536	153
Marshall.....	69	25.9	.020	58	7.3	7.3	2.56	61.47	9,438	.017	909	118	27	17,207	.019	2,348	2,354	3.9	.019	95
Martin.....	56	10.3	.008	30	2.6	2.6	1.17	66.35	1,923	.004	219	184	7	3,119	.003	1,200	1,200	N. A.	.004	50
Miami.....	67	27.9	.021	74	8.2	8.1	2.07	57.14	10,225	.019	853	121	38	18,883	.021	2,312	2,321	4.7	.020	95
Monroe.....	56	38.5	.028	89	10.0	9.8	2.12	54.30	14,979	.028	1,092	127	36	24,249	.027	2,430	2,449	6.2	.027	96
Montgomery.....	56	27.2	.021	54	8.3	8.2	2.46	54.67	11,52											

Before using these figures, see explanation page 9.



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SOUTH BEND		1940	1941	% Increase
* Retail Sales		\$52,175,000	\$65,314,000	25.1
* Buying Income		2,666	3,591	34.6
Per Family				
ST. JOSEPH COUNTY				
* Retail Sales		\$65,339,000	\$81,793,000	25.1
* New Passenger Cars		6,447	9,465	46.8
* Buying Income		2,452	3,298	34.5
Per Family				

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INDIANA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thou- sands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thou- sands)	White Fami- lies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Parke.....70	17.4	.013	39	5.0	5.0	1.97	58.37	4,698	.008	356	100	14	7,351	.008	1,466	1,468	N. A.	.008	62	
Perry.....135	17.8	.013	46	4.5	4.5	1.61	65.92	3,476	.006	400	117	14	5,733	.006	1,265	1,266	N. A.	.006	46	
Pike.....135	17.0	.013	51	4.8	4.7	1.56	60.94	3,977	.007	420	119	12	6,487	.007	1,363	1,367	N. A.	.007	54	
Porter.....72	27.8	.021	66	7.7	7.6	1.88	59.51	11,581	.021	1,449	131	45	18,839	.021	2,446	2,448	5.8	.022	105	
Posey.....135	19.2	.015	46	5.4	5.3	1.68	52.62	4,823	.009	631	133	16	7,470	.008	1,374	1,389	1.9	.009	60	
Pulaski.....67	12.1	.009	28	3.2	3.2	1.65	61.44	3,817	.007	377	114	13	5,999	.007	1,865	1,868	1.1	.007	78	
Putnam.....56	20.8	.016	43	5.9	5.8	2.41	59.90	6,444	.012	536	117	23	11,528	.013	1,958	1,969	3.0	.013	81	
Randolph.....69	26.8	.020	59	8.1	8.0	2.89	58.63	9,090	.017	841	106	27	16,438	.018	2,038	2,043	3.0	.018	90	
Ripley.....50	18.9	.014	43	5.2	5.2	2.63	67.79	5,611	.010	462	116	15	9,452	.010	1,813	1,814	1.9	.010	71	
Rush.....56	18.9	.014	46	5.5	5.4	1.77	52.39	6,116	.011	517	146	22	11,079	.012	2,027	2,044	2.6	.012	86	
St. Joseph (South Bend).....69	161.8	.123	347	43.8	42.8	2.78	55.92	81,793	.162	9,465	147	62	144,483	.159	3,298	3,342	30.0	.167	136	
Scott.....56	9.0	.007	47	2.6	2.6	.97	62.75	2,057	.004	375	149	11	3,643	.004	1,429	1,429	.8	.005	71	
Shelby.....56	25.9	.020	64	7.8	7.7	2.27	56.65	10,716	.020	721	119	28	18,742	.021	2,398	2,417	3.5	.020	100	
Spencer.....135	16.2	.012	41	4.4	4.3	2.02	58.89	2,685	.005	338	99	7	4,814	.005	1,091	1,104	N. A.	.005	42	
Starke.....72	12.3	.009	39	3.4	3.4	1.53	63.50	4,244	.008	468	132	20	6,342	.007	1,845	1,847	1.3	.008	89	
Steuben.....65	13.7	.010	44	4.1	4.1	1.51	64.73	6,561	.012	774	139	18	10,068	.011	2,427	2,430	1.4	.012	120	
Sullivan.....70	27.0	.021	59	7.9	7.9	2.64	61.67	6,561	.012	562	101	16	11,156	.012	1,405	1,407	2.7	.012	57	
Switzerland.....50	8.2	.006	37	2.4	2.4	1.50	62.14	1,160	.002	125	129	8	2,218	.002	910	911	.6	.002	33	
Tippecanoe.....66	51.0	.039	102	14.3	14.2	2.04	48.37	30,490	.056	2,160	120	62	52,301	.057	3,656	3,674	5.2	.056	144	
Tipton.....56	15.1	.012	58	4.4	4.4	1.44	54.21	4,453	.008	527	121	22	8,062	.009	1,839	1,840	2.0	.009	75	
Union.....57	6.0	.005	36	1.8	1.8	.68	54.21	2,096	.004	163	130	16	3,596	.004	2,006	2,020	.7	.004	80	
Vanderburgh (Evansville).....135	130.8	.099	543	36.2	34.0	1.64	44.02	64,238	.118	4,679	114	53	106,447	.117	2,938	3,042	19.4	.117	118	
Vermillion.....70	21.8	.017	83	6.5	6.5	1.10	51.08	6,580	.012	561	122	16	10,725	.012	1,648	1,652	2.2	.012	71	
Vigo (Terre Haute).....70	99.7	.076	240	30.1	28.6	2.09	46.70	50,049	.092	3,246	109	49	86,046	.094	2,861	2,933	13.2	.092	121	
Wabash.....68	26.6	.020	63	7.6	7.5	2.21	57.32	10,995	.020	852	112	26	18,962	.021	2,508	2,515	3.9	.021	105	
Warren.....74	9.1	.007	25	2.5	2.5	1.18	50.93	1,645	.003	173	101	11	3,061	.003	1,210	1,211	N. A.	.003	43	
Warrick.....135	19.4	.015	50	5.4	5.3	2.05	57.43	4,475	.008	518	94	19	7,272	.008	1,338	1,353	2.0	.009	60	
Washington.....56	17.0	.013	33	4.7	4.7	2.47	66.65	3,450	.006	374	131	8	5,494	.006	1,178	1,179	1.6	.006	46	
Wayne.....57	59.2	.045	146	16.5	15.7	2.18	49.38	27,903	.051	2,241	127	44	48,299	.053	2,935	3,010	10.6	.052	116	
Wells.....65	19.1	.015	52	5.5	5.5	2.26	62.06	6,320	.011	567	110	23	9,317	.010	1,683	1,684	2.2	.011	73	
White.....66	17.0	.013	34	4.9	4.9	1.72	53.44	5,531	.010	560	115	19	9,478	.010	1,945	1,946	1.9	.011	85	
Whitley.....65	17.0	.013	51	4.9	4.9	2.02	62.95	5,855	.010	633	120	19	10,062	.011	2,039	2,040	2.3	.011	85	
STATE TOTAL.....	3,427.8	2.603	95	961.5	927.6	184.55	53.11	1,449,995	2.680	135,227	129	46	2,500,000	2.744	2,800	2,653	487.3	2.770	106	

For Indiana City figures, see page 177.

Before using these figures, see explanation page 9.

WBBM OFFICE COMMUNICATION

To Sales Department
From Manager

Below are the new Sales Management figures for our market. They're 'way up.

It was interesting to me that four of our accounts have, in the past ten days, indicated much better than proportionate increases for their own businesses.

I don't have to tell you our own sales are up...locally 22% above last year.

Will you tell your agencies and accounts about the buying mood of our market? The market we've brought most of the radio advertising to for the past 17 years.

THE WBBM DAYTIME MARKET

115 PRIMARY COUNTIES ONLY—244 CITIES AND TOWNS

Radio Families	2,242,080	(radio families figure, 1938. 1940 total pop. 9,811,800)
Retail Sales 1941	\$4,744,338,000	18.4% greater than 1940
No. of \$1500 Preferred Families	1,735,700	25.7% more than 1940
Effective Buying Power	\$8,300,370,000	25.8% greater than 1940
Dollars Per Family	\$3,096	18.2% greater than U. S. average

MIDWESTERN KEY STATION FOR THE COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY RADIO SALES: New York, St. Louis, Charlotte, San Francisco, Los Angeles






APRIL 10, 1942

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ILLINOIS—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Dens- ity per sq. mi.	Fam- ilies Est'd (in thousands)	White Fam- ilies Est'd (in thousands)	Farms (in thousands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Power in- dex
Adams.....	78	65.2	.050	75	18.6	18.1	3.27	47.60	24,097	.045	1,671	122	40	45,223	.050	2,432	2,467	7.8	.047	94
Alexander.....	102	25.5	.019	114	7.2	4.8	.84	33.65	8,875	.013	535	118	27	12,209	.013	1,689	2,088	2.2	.013	68
Bend.....	102	14.5	.011	38	4.3	4.3	1.58	55.61	3,879	.007	412	110	16	7,051	.008	1,630	1,632	1.3	.008	73
Boone.....	72A	15.2	.012	54	4.4	4.4	1.17	54.54	6,171	.012	696	145	32	10,054	.011	2,298	2,299	2.1	.012	100
Brown.....	78	8.1	.006	26	2.5	2.5	1.10	51.20	1,619	.003	160	142	8	3,062	.003	1,243	1,243	.6	.003	50
Bureau.....	72	37.6	.029	43	10.7	10.6	3.04	56.13	11,773	.022	1,223	127	26	20,855	.023	1,952	1,961	3.6	.023	79
Calhoun.....	102	8.2	.006	32	2.1	2.0	.99	54.00	1,456	.003	171	113	6	2,370	.003	1,101	1,133	N. A.	.003	50
Carroll.....	72A	18.0	.014	38	5.3	5.2	1.62	53.68	6,597	.012	668	155	32	11,139	.012	2,106	2,120	2.2	.012	86
Cass.....	79	16.4	.012	44	4.7	4.6	1.05	50.19	5,620	.010	460	109	37	10,432	.011	2,199	2,234	1.8	.011	92
Champaign.....	71	70.6	.054	71	19.5	18.8	3.12	45.33	37,685	.070	3,279	126	69	60,841	.067	3,113	3,181	12.2	.069	128
Christian.....	79	38.6	.029	54	11.0	11.0	2.59	50.20	13,493	.025	1,256	116	27	22,043	.024	2,000	2,000	3.9	.025	86
Clark.....	70	18.9	.014	37	5.6	5.6	2.36	61.25	4,577	.009	499	101	16	8,526	.009	1,535	1,535	1.6	.009	64
Clay.....	102	19.0	.014	41	5.4	5.4	2.09	58.40	4,939	.009	538	102	24	8,041	.009	1,483	1,491	1.9	.009	64
Clinton.....	102	22.9	.017	46	5.9	5.9	1.72	55.13	4,539	.008	495	120	16	8,241	.009	1,394	1,397	1.5	.009	53
Coles.....	76	38.5	.029	76	11.2	11.1	2.08	52.93	16,317	.030	1,537	111	44	27,903	.031	2,486	2,498	4.5	.031	107
Cook (Chicago-Cleero-Evanston Oak Park).....	72	4,063.3	3.086	4,259	1121.3	1054.4	4.00	N. A.	2,212,221	4.089	159,620	134	106	4,010,588	4.401	3,577	3,711	835.5	4.221	137
Crawford.....	70	21.3	.016	48	8.3	6.3	2.05	N. A.	5,932	.011	607	123	26	11,208	.012	1,778	1,778	1.9	.012	75
Cumberland.....	76	11.7	.009	34	3.3	3.3	1.78	61.20	1,592	.003	216	113	8	2,986	.003	907	908	N. A.	.003	33
De Kalb.....	72	34.4	.026	54	9.9	9.8	2.25	N. A.	16,346	.030	1,965	140	47	27,522	.030	2,785	2,803	5.1	.032	123
De Witt.....	73	18.2	.014	46	5.3	5.3	1.42	49.62	6,446	.012	570	119	33	11,437	.013	2,176	2,176	2.2	.013	93
Douglas.....	71	17.6	.013	42	5.1	5.1	1.36	51.63	5,592	.010	644	106	36	9,542	.010	1,881	1,881	1.7	.011	85
Du Page.....	72	103.5	.079	313	27.4	27.3	1.35	N. A.	38,869	.072	5,853	134	116	70,333	.077	2,564	2,570	22.2	.081	103
Edgar.....	70	24.4	.019	39	7.3	7.2	2.08	52.07	8,358	.015	761	115	28	13,411	.015	1,839	1,855	2.4	.015	79
Edwards.....	135	9.0	.007	40	2.7	2.7	1.03	N. A.	1,907	.004	277	141	10	3,161	.004	1,168	1,168	N. A.	.004	57
Effingham.....	75	22.0	.017	46	5.8	5.8	2.09	63.72	8,073	.015	802	99	24	13,350	.015	2,284	2,287	2.0	.015	88
Fayette.....	75	29.2	.022	41	7.8	7.8	3.00	53.76	9,345	.017	914	98	21	15,868	.017	2,031	2,031	2.5	.017	77
Ford.....	72	15.0	.011	31	4.3	4.3	1.48	48.01	5,857	.011	601	118	32	9,746	.011	2,251	2,251	1.7	.011	100
Franklin.....	102	53.1	.040	122	15.0	14.9	2.49	61.62	13,305	.025	1,277	112	16	24,878	.027	1,662	1,668	4.7	.027	68
Fulton.....	77	44.6	.034	51	13.2	13.2	3.20	55.44	13,156	.024	1,390	103	26	21,846	.024	1,657	1,657	4.5	.025	74
Gallatin.....	135	11.4	.009	35	3.1	3.0	1.07	51.86	1,855	.003	213	105	10	3,494	.004	1,108	1,133	N. A.	.004	44
Greene.....	79	20.3	.015	37	5.7	5.7	1.74	51.24	4,499	.008	469	108	21	8,378	.009	1,459	1,459	1.7	.009	60
Grundy.....	72	18.4	.014	43	5.1	5.0	1.35	52.30	5,919	.011	869	127	44	10,601	.012	2,073	2,093	2.7	.012	86
Hamilton.....	135	13.5	.010	31	3.8	3.8	2.26	59.92	1,769	.003	300	172	6	3,384	.004	895	895	1.0	.004	40
Hancock.....	78	26.3	.020	33	8.1	8.0	3.18	55.53	6,006	.011	667	126	16	11,243	.012	1,390	1,400	2.5	.012	60
Hardin.....	102	7.8	.006	42	2.0	2.0	.74	53.06	968	.002	196	102	11	1,846	.002	912	912	N. A.	.002	33
Henderson.....	87	9.0	.007	24	2.6	2.6	1.06	51.60	1,295	.002	209	155	9	2,459	.003	948	948	.6	.003	43
Henry.....	72	43.8	.033	53	12.5	12.4	3.02	54.24	16,568	.031	1,582	130	34	27,384	.030	2,185	2,194	5.9	.031	94
Iroquois.....	72	32.5	.025	29	9.2	9.2	3.61	N. A.	9,740	.016	1,081	113	23	17,223	.019	1,878	1,878	3.5	.019	76
Jackson.....	102	37.9	.029	63	10.6	9.6	2.38	N. A.	12,269	.023	1,211	119	31	20,797	.023	1,970	2,074	3.4	.024	83
Jasper.....	76	13.4	.010	27	3.8	3.8	2.36	64.40	2,265	.004	258	172	10	4,211	.005	1,105	1,109	N. A.	.005	50
Jefferson.....	102	34.4	.026	60	9.9	9.7	3.31	58.89	11,645	.022	1,444	130	26	19,083	.021	1,936	1,949	3.6	.023	88
Jersey.....	102	13.6	.010	37	3.8	3.8	1.27	57.29	3,390	.006	449	131	25	6,064	.007	1,595	1,595	1.1	.007	70
Jo Daviess.....	72	20.0	.015	33	5.8	5.7	2.02	58.25	5,953	.011	523	140	18	9,891	.011	1,717	1,734	2.0	.011	73
Johnson.....	102	10.7	.008	31	2.9	2.9	1.58	60.10	1,579	.003	152	91	7	2,983	.003	1,018	1,018	N. A.	.003	38
Kane.....	72	130.2	.099	252	34.1	33.5	2.07	N. A.	66,316	.122	5,567	132	74	118,785	.130	3,485	3,517	22.4	.127	128
Kankakee.....	72	60.9	.046	90	13.9	13.7	2.35	50.15	24,832	.046	1,974	116	38	38,924	.043	2,791	2,818	8.1	.045	96
Kendall.....	72	11.1	.009	35	3.1	3.1	1.13	52.80	2,472	.005	371	121	30	4,297	.005	1,407	1,408	1.4	.005	56
Knox.....	77	52.3	.040	72	15.8	15.4	2.61	50.57	22,922	.042	1,780	113	46	40,976	.045	2,590	2,632	8.5	.044	110
Lake.....	72	121.1	.092	265	32.7	31.8	1.74	N. A.	59,310	.110	7,262	137	95	98,842	.108	3,023	3,071	25.8	.115	125
La Salle.....	72	97.8	.074	85	26.4	26.3	3.86	N. A.	41,506	.077	3,022	115	51	69,189	.076	2,616	2,622	12.2	.076	103
Lawrence.....	102	21.1	.016	56	5.8	5.7	1.59	57.97	5,996	.011	664	131	24	10,895	.012	1,885	1,907	2.0	.012	75
Lee.....	72A	34.6	.026	48	8.5	8.4	2.47	51.61	11,980	.022	1,105	115	35	22,765	.025	2,673	2,692	5.1	.024	92
Livingston.....	72	38.8	.030	37	9.9	9.9	3.40	51.42	12,230	.023	1,012	99	35	20,980	.023	2,109	2,109	4.4	.023	77
Logan.....	79	29.4	.022	47	7.2	7.1	1.97	48.85	9,727	.018	913	118	30	17,074	.019	2,387	2,405	2.7	.019	86
McDonough.....	77	26.9	.021	46	8.2	8														

Before using these figures, see explanation page 9.

Stay within the Lamplight!



40 MILE RADIUS



In the evening, when families gather under the lamps at home, is the time to put your selling message across.

In the vast circle of light, 40 miles in radius that bounds the giant market of Chicago, there is one evening newspaper that is read by more families than any other—The TIMES.

It has a remarkable record of success in producing results for advertisers, and it is available at the lowest milline rate for any evening newspaper in the United States.



THE TIMES

CHICAGO'S PICTURE NEWSPAPER

NATIONAL REPRESENTATIVES

R.J. BIDWELL
SAN FRANCISCO

SAWYER-FERGUSON-WALKER CO.
NEW YORK DETROIT CHICAGO

N. ANGIER
ATLANTA

APRIL 10, 1942

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RESULTS ARE WHAT YOU WANT
WE GET RESULTS FOR OTHER ADVERTISERS
WE'LL GET RESULTS FOR YOU, TOO!

Results!



The PRAIRIE FARMER STATION

Burridge D. Butler, *President*
Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & COMPANY**

ILLINOIS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1910		Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Marion.....102	48.0	.037	83	13.8	13.4	2.95	52.29	23,082	.043	2,359	89	45	38,617	.042	2,797	2,846	4.9	.044	119
Marshall.....77	13.2	.010	33	3.8	3.8	1.18	55.30	3,915	.007	411	104	24	7,293	.008	1,922	1,923	3.5	.008	80
Mason.....77	15.4	.012	29	4.6	4.6	1.32	48.25	4,846	.009	493	105	24	8,600	.009	1,868	1,868	1.5	.009	75
Massac.....136	14.9	.011	61	4.3	3.7	1.10	53.78	3,057	.006	242	91	11	5,052	.006	1,187	1,288	1.0	.006	55
Menard.....79	10.7	.008	34	3.1	3.1	.98	50.99	2,816	.005	375	119	24	5,434	.006	1,761	1,761	1.0	.006	75
Mercer.....77	17.7	.014	32	5.2	5.2	1.92	52.98	4,800	.009	445	119	17	9,008	.010	1,747	1,747	1.6	.010	71
Monroe.....102	12.8	.010	34	3.5	3.5	1.40	51.33	3,878	.007	296	112	29	7,583	.008	2,173	2,173	1.1	.007	70
Montgomery.....102	34.5	.026	49	10.1	10.1	2.82	58.04	10,827	.020	1,067	115	23	20,711	.023	2,046	2,046	2.6	.022	95
Morgan.....79	38.4	.028	64	9.5	9.1	2.06	46.57	14,296	.026	1,219	104	38	22,865	.025	2,419	2,464	4.0	.026	93
Moultrie.....75	13.5	.010	39	3.8	3.8	1.28	48.68	2,942	.005	380	109	19	5,309	.006	1,387	1,392	1.1	.006	60
Ogle.....72A	29.9	.023	40	8.7	8.7	2.78	52.09	9,742	.018	1,123	113	31	18,017	.020	2,066	2,066	4.5	.020	87
Peoria (Peoria).....77	153.4	.116	246	42.7	41.9	2.52	N. A.	85,513	.158	6,707	118	83	141,559	.156	3,314	3,352	23.9	.157	135
Perry.....102	23.4	.018	53	6.5	6.3	1.56	59.99	6,354	.012	602	115	22	11,968	.013	1,831	1,874	1.9	.013	72
Piatt.....75	14.7	.011	34	4.1	4.1	1.25	N. A.	3,687	.007	486	108	35	6,719	.007	1,622	1,622	1.4	.007	64
Pike.....102	25.3	.019	31	7.4	7.4	2.84	51.68	5,940	.011	584	132	13	11,147	.012	1,501	1,504	2.2	.012	63
Pope.....102	8.0	.006	21	2.3	2.3	1.24	55.87	981	.002	125	137	7	1,811	.002	802	803	N. A.	.002	33
Pulaski.....102	15.9	.012	78	4.3	2.8	.96	47.41	2,018	.004	220	91	8	3,773	.004	883	1,096	N. A.	.004	33
Putnam.....72	5.3	.004	32	1.5	1.5	.50	52.04	924	.002	138	95	15	1,672	.002	1,101	1,103	N. A.	.002	50
Randolph.....102	33.6	.025	57	8.3	3.1	2.16	56.71	7,262	.014	604	118	21	13,734	.015	1,663	1,704	2.5	.015	58
Richland.....102	17.1	.013	47	5.0	5.0	1.83	59.77	5,890	.011	617	108	29	10,128	.011	2,037	2,040	1.7	.011	85
Rock Island (Rock Island- Moline).....89	113.3	.086	270	31.8	31.2	1.82	50.79	51,640	.096	4,770	144	69	86,263	.095	2,714	2,745	17.5	.097	113

Before using these figures, see explanation page 9.



SINCE 1938—AND AGAIN IN 1941—

First in America

FOR GENERAL DISPLAY ADVERTISING*

1941 was the 4th consecutive year in which The Chicago Daily News led all American daily newspapers in General Display Advertising.* Following are the 10 leading daily papers listed according to lineage carried for the year:—

THE CHICAGO DAILY NEWS	2,425,212
Philadelphia Bulletin	2,024,403
New York Times	1,885,895
New York Sun	1,797,569
Chicago Tribune	1,736,897
N. Y. World-Telegram	1,682,955
Buffalo News	1,651,270
Boston Traveler	1,607,230
Newark News	1,604,649
Indianapolis News	1,589,287

At least 1,250,000 readers comprise The Daily News audience. The Daily News averages 3 readers per copy. The Daily News readers are careful readers, reflective readers, who read in the HOME, in the EVENING, in their LEISURE HOURS. Year in and year out advertisers in this commanding newspaper profit from a *concentrated family response* which cuts the waste in selling operations. That is why advertisers, year in and year out, when they think of the Chicago market think first of The Chicago Daily News.

*Because The Chicago Daily News does not publish liquor advertising, the Media Records' figures quoted are with liquor lineage omitted.

THE CHICAGO DAILY NEWS

Chicago's HOME Newspaper

DAILY NEWS PLAZA: 400 West Madison Street, CHICAGO
DETROIT OFFICE: 7-218 General Motors Building




NEW YORK OFFICE: 9 Rockefeller Plaza
SAN FRANCISCO OFFICE: Hobart Building

APRIL 10, 1942

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ILLINOIS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

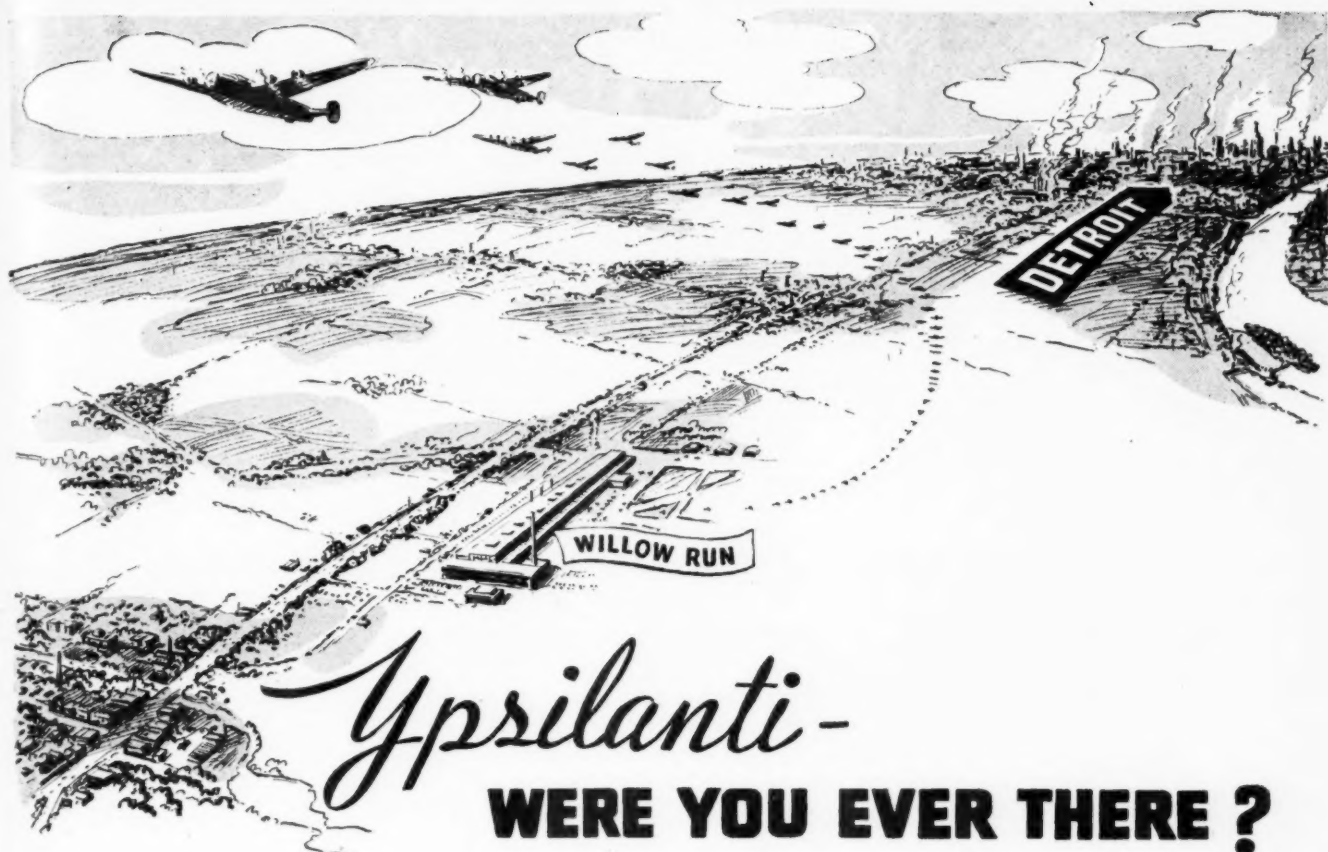
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex	
St. Clair (East St. Louis).....	102	166.9	.127	249	47.0	42.2	2.84	47.84	59,164	.109	5,816	128	60	105,582	.116	2,247	2,383	20.5	.116	91
Saline.....	135	38.1	.029	99	10.7	10.2	2.12	56.92	10,831	.020	956	97	20	19,023	.021	1,786	1,827	2.9	.021	72
Sangamon (Springfield).....	79	117.9	.089	134	33.2	32.0	3.13	N. A.	58,195	.108	5,050	120	77	104,035	.114	3,135	3,198	18.7	.112	128
Schuyler.....	79	11.4	.009	26	3.3	3.3	1.51	51.91	2,348	.004	252	137	13	4,326	.005	1,321	1,321	1.1	.005	56
Scott.....	79	8.2	.006	33	2.4	2.4	.80	48.79	1,751	.003	306	129	21	3,430	.004	1,435	1,446	.7	.004	67
Shelby.....	75	26.3	.020	34	7.7	7.7	3.46	56.84	5,451	.010	697	105	15	10,031	.011	1,296	1,303	2.1	.011	55
Stark.....	77	8.9	.007	31	2.6	2.6	.95	N. A.	2,424	.004	252	102	16	4,714	.005	1,840	1,840	.7	.005	71
Stephenson.....	72A	40.6	.031	72	11.7	11.4	2.59	52.45	18,728	.035	1,464	125	47	31,264	.034	2,679	2,711	6.7	.034	110
Tazewell.....	77	58.4	.044	89	16.2	16.2	2.30	N. A.	16,733	.031	2,133	118	45	29,168	.032	1,795	1,795	8.3	.034	77
Union.....	102	21.5	.016	52	5.0	5.0	1.72	53.49	5,023	.009	376	94	13	8,316	.009	1,662	1,668	1.5	.009	56
Vermilion.....	74	86.8	.066	97	24.6	23.7	3.33	N. A.	32,726	.060	2,256	115	39	63,365	.070	2,577	2,629	9.2	.064	97
Wabash.....	135	13.7	.010	62	3.9	3.9	.91	57.42	4,846	.009	573	129	31	7,961	.009	2,023	2,024	1.1	.009	90
Warren.....	77	21.3	.016	39	6.3	6.1	1.84	51.54	8,700	.016	785	124	32	14,670	.016	2,346	2,388	2.5	.016	100
Washington.....	102	15.8	.012	28	4.5	4.5	2.00	58.70	3,500	.006	280	109	13	6,104	.007	1,359	1,359	1.4	.007	58
Wayne.....	135	22.1	.017	31	6.1	6.1	3.39	58.90	4,860	.009	812	114	13	7,997	.009	1,309	1,309	1.9	.010	59
White.....	135	20.0	.015	40	5.7	5.5	1.88	N. A.	5,266	.010	958	155	18	8,518	.009	1,503	1,521	N. A.	.011	73
Whiteside.....	72	43.3	.033	63	12.3	12.2	2.68	N. A.	16,860	.031	1,447	119	38	28,490	.031	2,313	2,326	6.6	.031	94
Will.....	72	114.2	.087	135	28.9	28.1	3.00	N. A.	42,751	.079	4,574	151	59	80,506	.088	2,787	2,831	18.7	.087	100
Williamson.....	102	51.4	.039	117	14.8	14.5	2.41	N. A.	12,999	.024	1,125	95	16	24,252	.027	1,639	1,659	3.9	.026	67
Winnebago (Rockford).....	72A	121.2	.092	233	34.8	34.5	2.11	N. A.	62,346	.115	5,679	151	60	104,068	.114	2,990	3,007	23.0	.117	127
Woodford.....	77	19.1	.015	36	5.3	5.3	1.94	57.13	6,522	.012	976	112	36	11,968	.013	2,277	2,279	1.9	.014	93
STATE TOTAL.....		7,897.2	5.996	141	2189.2	2091.5	213.44	N. A.	3,649,998	6.747	298,374	128	78	6,510,000	7.144	2,974	3,051	1321.8	6.988	117

For Illinois City figures, see page 178.

MICHIGAN—County Data

Acona.....	59	5.5	.004	8	1.4	1.4	.79	80.38	1,511	.003	140	99	13	2,555	.003	1,809	1,815	N. A.	.003	75
Alger.....	86	10.2	.006	11	2.5	2.5	.57	65.45	3,923	.007	191	107	27	6,310	.007	2,538	2,548	.9	.007	88
Allegan.....	82	41.8	.032	51	11.7	11.6	4.76	70.40	15,567	.029	1,191	113	24	24,148	.027	2,068	2,076	4.9	.028	88
Alpena.....	59	20.8	.016	37	5.2	5.2	1.36	71.48	9,290	.017	616	120	34	15,181	.017	2,910	2,913	1.8	.017	106
Antrim.....	82	11.0	.008	23	3.0	2.9	1.25	70.99	2,687	.005	170	119	14	4,395	.005	1,486	1,492	N. A.	.005	63
Arenac.....	59	9.2	.007	25	2.4	2.3	1.36	75.78	3,205	.006	341	116	16	5,038	.006	2,137	2,147	N. A.	.006	86
Baraga.....	86	9.4	.007	10	2.4	2.3	.85	64.55	3,134	.006	202	135	19	4,910	.005	2,055	2,119	1.0	.005	71
Barry.....	82	22.6	.017	41	6.6	6.6	3.11	70.31	7,063	.013	684	153	22	11,025	.012	1,672	1,673	2.7	.013	76
Bay.....	59	75.0	.057	168	19.3	19.2	3.19	70.04	36,237	.067	2,757	132	55	58,086	.064	3,006	3,016	8.2	.065	114
Benzie.....	82	7.8	.006	25	2.2	2.2	.80	70.56	3,111	.006	167	114	27	4,951	.005	2,242	2,261	.8	.005	83
Berrien.....	72	89.1	.068	154	25.3	24.5	5.32	60.68	46,872	.087	3,628	145	49	72,587	.080	2,865	2,917	15.8	.084	124
Branch.....	62	25.9	.020	51	7.7	7.7	2.79	64.09	10,789	.020	889	130	26	17,836	.020	2,312	2,316	3.4	.020	100
Calhoun.....	58	94.2	.072	133	26.8	26.0	3.52	57.11	50,561	.093	4,662	141	63	89,480	.098	3,337	3,396	17.5	.097	135
Cass.....	72	21.9	.016	45	6.5	6.0	2.47	67.67	7,456	.014	629	124	25	11,922	.013	1,832	1,900	2.9	.014	88
Charlevoix.....	82	13.0	.010	32	3.5	3.5	1.12	73.81	5,077	.009	316	163	22	7,825	.008	2,227	2,248	N. A.	.008	80
Cheyboygan.....	59	13.6	.010	19	3.4	3.4	1.12	74.66	5,143	.009	286	122	25	8,508	.009	2,473	2,478	.9	.009	90
Chippewa.....	60	27.8	.021	18	6.7	6.6	1.58	62.62	12,788	.024	705	126	44	21,427	.024	3,186	3,219	2.7	.023	119
Clare.....	64	9.2	.007	16	2.4	2.4	.90	67.73	3,784	.007	340	104	27	5,958	.006	2,431	2,434	.9	.007	100
Clinton.....	63	26.7	.020	47	7.3	7.2	3.14	70.78	8,512	.016	887	133	16	13,364	.015	1,842	1,844	3.2	.016	80
Crawford.....	59	3.8	.003	7	.9	.9	.10	69.48	2,197	.004	96	112	28	3,497	.004	3,693	3,704	.3	.004	133
Delta.....	81	34.0	.026	29	8.7	8.7	1.43	60.43	14,784	.027	650	118	38	25,729	.028	2,949	2,961	3.5	.026	100
Dickinson.....	86	28.7	.022	38	7.5	7.5	.62	64.83	10,909	.020	653	127	37	17,673	.019	2,355	2,356	2.7	.019	86
Eaton.....	63	34.1	.026	60	10.0	10.0	3.35	67.23	11,943	.022	1,143	130	26	20,890	.023	2,093	2,095	4.4	.023	88
Emmet.....	82	15.8	.012	34	4.2	4.0	1.12	67.12	10,087	.019	509	133	41	15,808	.017	3,756	3,846	1.4	.017	142
Genesee (Flint).....	61	227.9	.173	354	60.4	58.7	5.28	59.80	126,436	.234	12,948	146	70	195,941	.215	3,245	3,298	43.0	.232	134
Gladwin.....	59	9.4	.007	19	2.4	2.4	1.30	71.09	2,688	.005	352	113	20	3,988	.004	1,664	1,665	.9	.005	71
Geogebic.....	86	31.8	.024	29	8.1	8.1	.84	57.93	14,007	.026	675	121	37	21,913	.024	2,708	2,714	2.6	.024	100
Grand Traverse.....	82	23.4	.018	50	5.8	5.8	1.61	67.65	13,637	.025	748	136	37	21,590	.024	3,696	3,703	2.1	.024	133
Grafton.....	63	32.2	.024	57	8.8	8.8	3.35	61.09	13,297	.025	1,043	107	26	21,114	.023	2,391	2,397	3.4	.024	100
Hillsdale.....	55	29.1	.022	48	8.6	8.6	3.60	64.70	9,290	.017	984	141	21	16,042	.018	1,871	1,872	3.4	.018	82
Houghton.....	86	47.6	.036	46	12.6	12.5	1.64	61.53	18,878	.035	825	124	38	32,867	.036	2,618	2,620	3.2	.034	94
Huron.....	80	32.6	.025	40	8.1	8.0	4.15	74.19	11,641	.021	1,451	133	19	19,913	.022	2,468	2,472	3.1	.023	92
Ingham (Lansing).....	63	130.6	.099	234	36.9	36.5	3.00	58.08	81,898	.151	6,830	132	80	128,934	.141	3,495	3,518	30.6	.147	148

Before using these figures, see explanation page 9.



A YEAR AGO Ypsilanti was the home of Michigan State Teacher's College and a way-station on the road from Detroit to Ann Arbor, beautiful seat of the University of Michigan.

Today it is the center of a feverish activity to supply the wants of a new city that may eventually house 250,000, for within a few miles is Willow Run, site of the Ford bomber plant that cost fifty million dollars to build.

Ypsilanti was named after a Greek hero who helped Greece win independence from the Turks. The freedom-loving settlers of Michigan admired his exploits and principles. Willow Run is therefore fittingly located. Willow Run is only a short distance from Detroit. It is just one of the huge defense projects in the Detroit area where approximately THIRTEEN BILLION dollars' worth of armed might is being fashioned, and where approximately one million workers will be needed.

Detroit will win this war if it is within the power of any one city to do so. Detroit will be the most active market in America. Plant conversion has affected employment much less than was anticipated. Detroit is at this moment a highly prosperous market and becoming more so daily.

Detroit, with all its market advantages, offers one significant coverage advantage, too. You can reach the Detroit trading area effectively by using The Detroit News, alone. The Detroit News has the largest circulation, week-days or Sunday, in this area. In Detroit, proper, The News has 63.8% coverage of all homes taking a newspaper regularly. You should be in The Detroit News.



The Detroit News

THE HOME NEWSPAPER

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WEEKDAYS, 363,014 • SUNDAYS, 435,241

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APRIL 10, 1942

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MICHIGAN—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Prefer- red Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Ionia.....	82	35.7	.027	62	9.5	9.5	3.04	64.50	12,332	.022	1,208	141	23	21,551	.024	2,260	2,262	4.0	.024	89
Iosco.....	59	8.6	.006	17	2.3	2.3	.74	73.54	3,295	.006	295	117	38	5,257	.006	2,240	2,247	.8	.006	100
Iron.....	86	20.2	.015	17	5.2	5.2	.86	63.32	7,488	.014	496	133	35	11,697	.013	2,234	2,235	1.4	.013	87
Isabella.....	63	26.0	.020	45	6.7	6.6	2.62	60.51	9,736	.018	933	110	36	15,032	.016	2,246	2,268	3.2	.017	85
Jackson (Jackson).....	62	93.1	.071	132	25.1	24.7	3.39	57.30	48,822	.090	4,170	143	57	82,938	.091	3,298	2,332	18.1	.091	128
Kalamazoo (Kalamazoo).....	80	100.1	.076	177	27.6	27.2	2.91	58.70	60,940	.113	4,752	133	73	94,174	.103	3,417	3,441	19.8	.108	142
Kalkaska.....	82	5.2	.004	9	1.4	1.4	.69	72.56	1,089	.002	146	143	9	1,783	.002	1,308	1,315	N. A.	.002	50
Kent (Grand Rapids).....	82	246.3	.187	286	69.2	68.4	5.62	55.44	140,084	.259	9,718	131	67	233,105	.256	3,368	3,391	37.7	.255	136
Keweenaw.....	86	4.0	.003	7	1.1	1.1	.14	61.03	840	.002	51	150	22	1,388	.002	1,297	1,298	N. A.	.002	67
Lake.....	82	4.8	.004	8	1.5	1.2	.70	77.10	1,100	.002	85	96	10	1,694	.002	1,165	1,313	N. A.	.002	50
Lapeer.....	60	32.1	.024	49	7.4	7.4	3.44	66.09	11,046	.020	1,442	130	27	17,618	.019	2,380	2,385	3.6	.021	88
Leelanau.....	82	8.4	.006	24	2.1	2.1	1.12	76.97	1,955	.004	100	125	8	3,004	.003	1,400	1,423	N. A.	.003	50
Lenawee.....	55	53.1	.040	70	14.8	14.8	4.19	62.89	23,684	.044	2,208	131	30	37,139	.041	2,503	2,508	7.8	.043	108
Livingston.....	60	20.9	.016	37	5.7	5.7	2.24	65.99	8,998	.017	1,216	142	35	14,192	.016	2,485	2,490	2.2	.018	113
Luce.....	60	7.4	.006	8	1.5	1.5	.19	60.35	2,865	.005	180	137	29	4,468	.005	3,003	3,017	.4	.005	83
Mackinac.....	60	9.4	.007	9	2.4	2.3	.51	68.67	3,279	.006	140	93	23	5,617	.006	2,378	2,412	N. A.	.006	86
Macomb.....	60	107.6	.082	224	27.5	26.9	3.97	72.05	42,218	.078	6,529	210	48	69,331	.076	2,520	2,550	19.2	.085	104
Manistee.....	82	18.5	.014	33	5.2	5.2	1.34	70.89	7,659	.014	489	136	31	12,126	.013	2,319	2,333	1.3	.013	93
Marquette.....	86	47.1	.036	26	12.1	12.0	1.03	56.04	20,834	.039	1,385	127	55	35,732	.039	2,959	2,963	3.8	.038	106
Mason.....	82	19.4	.015	39	5.4	5.4	1.86	67.41	8,100	.015	608	130	31	12,647	.014	2,324	2,337	2.1	.014	93
Meosota.....	82	16.9	.013	30	4.6	4.6	2.14	69.10	6,053	.011	529	134	22	9,558	.010	2,064	2,080	1.7	.011	85
Menominee.....	81	24.9	.019	24	6.4	6.3	2.00	68.52	6,172	.011	389	108	31	10,274	.011	1,609	1,614	2.3	.011	58
Midland.....	64	27.1	.021	52	6.9	6.9	2.11	69.32	10,903	.020	1,453	128	60	16,791	.018	2,423	2,428	3.4	.021	100
Missaukee.....	82	8.0	.006	14	2.0	2.0	1.21	72.21	2,186	.004	164	131	8	3,397	.004	1,701	1,704	N. A.	.004	67
Munroe.....	55	58.6	.045	104	15.1	14.9	4.17	61.19	22,278	.041	2,168	144	39	39,778	.044	2,630	2,649	10.0	.044	98
Montcalm.....	82	28.6	.022	40	8.3	8.3	3.69	67.49	10,499	.019	1,037	114	22	16,593	.018	1,987	1,989	3.0	.019	86
Montmorency.....	59	3.8	.003	7	1.0	1.0	.50	77.16	1,169	.002	103	106	11	1,868	.002	1,922	1,924	N. A.	.002	67
Muskegon.....	82	94.5	.072	188	25.8	25.2	2.28	60.62	46,896	.087	3,613	168	51	72,953	.090	2,830	2,864	15.1	.084	117
Newaygo.....	82	19.3	.015	23	5.4	5.3	2.80	71.95	5,294	.010	459	114	13	8,310	.009	1,549	1,563	1.7	.010	67
Oakland (Pontiac).....	60	254.1	.193	290	66.6	65.3	4.04	61.02	123,105	.228	18,938	163	78	200,265	.220	3,008	3,041	63.1	.247	128
Oceana.....	82	14.8	.011	28	4.1	4.1	2.02	69.04	4,552	.008	354	130	15	7,078	.008	1,715	1,722	1.4	.008	73
Ogemaw.....	59	8.7	.007	15	2.3	2.3	1.08	70.05	3,523	.007	361	142	24	5,509	.006	2,430	2,431	.8	.007	100
Ontonagon.....	86	11.4	.009	9	2.9	2.9	1.24	70.19	3,412	.006	205	106	22	5,336	.006	1,816	1,816	.8	.006	67
Osceola.....	82	13.3	.010	23	3.6	3.6	1.93	72.27	4,309	.008	366	126	14	6,709	.007	1,877	1,879	N. A.	.008	80
Oscoda.....	59	2.5	.002	5	.7	.7	.25	74.21	798	.001	78	126	15	1,236	.001	1,853	1,856	1.0	.001	50
Otsego.....	59	5.8	.004	11	1.4	1.4	.51	74.84	2,613	.005	171	124	24	4,125	.005	3,000	3,002	N. A.	.005	125
Ottawa.....	82	59.7	.045	106	16.1	16.0	4.37	69.90	27,380	.051	2,350	139	42	42,595	.047	2,650	2,652	9.2	.050	111
Presque Isle.....	59	12.3	.009	19	2.8	2.8	1.11	73.07	3,489	.006	331	115	26	5,464	.006	1,980	1,982	.8	.006	67
Roscommon.....	59	3.7	.003	7	1.1	1.1	.20	72.87	2,107	.004	171	107	37	3,262	.004	2,960	2,965	N. A.	.004	133
Saginaw (Saginaw).....	64	130.5	.099	161	34.5	33.6	5.36	64.00	65,280	.121	6,306	150	60	112,056	.123	3,244	3,294	22.5	.125	126
St. Clair (Port Huron).....	60	76.2	.058	103	20.7	20.3	4.53	64.70	38,711	.072	3,773	142	60	65,184	.072	3,150	3,183	12.3	.074	128
St. Joseph.....	80	31.8	.024	63	9.5	9.5	2.34	65.07	15,261	.028	1,321	131	40	23,577	.026	2,482	2,489	5.3	.027	113
Sanilac.....	60	30.1	.023	31	8.0	8.0	4.90	72.71	10,117	.019	1,285	108	15	17,562	.019	2,196	2,197	2.9	.020	87
Schoolcraft.....	81	9.5	.007	8	2.4	2.3	.38	65.72	4,127	.008	340	132	32	6,619	.007	2,798	2,811	.6	.007	100
Shiawassee.....	60	41.2	.031	76	11.4	11.3	3.25	65.32	18,745	.035	2,002	138	33	29,496	.032	2,597	2,599	6.8	.035	113
Tuscola.....	60	35.7	.027	44	9.3	9.3	4.59	70.88	13,578	.025	1,653	118	22	21,571	.024	2,319	2,325	3.6	.026	96
Van Buren.....	80	35.1	.026	58	10.6	10.3	4.35	68.68	15,527	.029	1,236	136	30	25,548	.028	2,416	2,447	4.7	.029	112
Washtenaw.....	60	80.8	.061	113	22.2	21.4	3.36	56.46	53,065	.098	4,674	126	93	84,271	.092	3,786	3,878	21.7	.097	159
Wayne (Detroit-Hamtramck- Highland Park-Dearborn).....	60	2,015.6	1.531	3,321	522.4	484.6	3.55	42.37	1,175,762	2.173	154,964	148	104	2,178,328	2.391	4,170	4,347	398.4	2.438	159
Wexford.....	82	18.0	.014	32	4.9	4.9	1.34	68.10	8,319	.015	403	120	30	12,793	.014	2,623	2,626	1.8	.014	100
STATE TOTAL.....		5,256.1	3.992	92	1396.0	1345.1	187.59	55.43	2,699,996	4.991	295,036	144	71	4,649,994	5.103	3,331	3,401	891.5	5.258	132

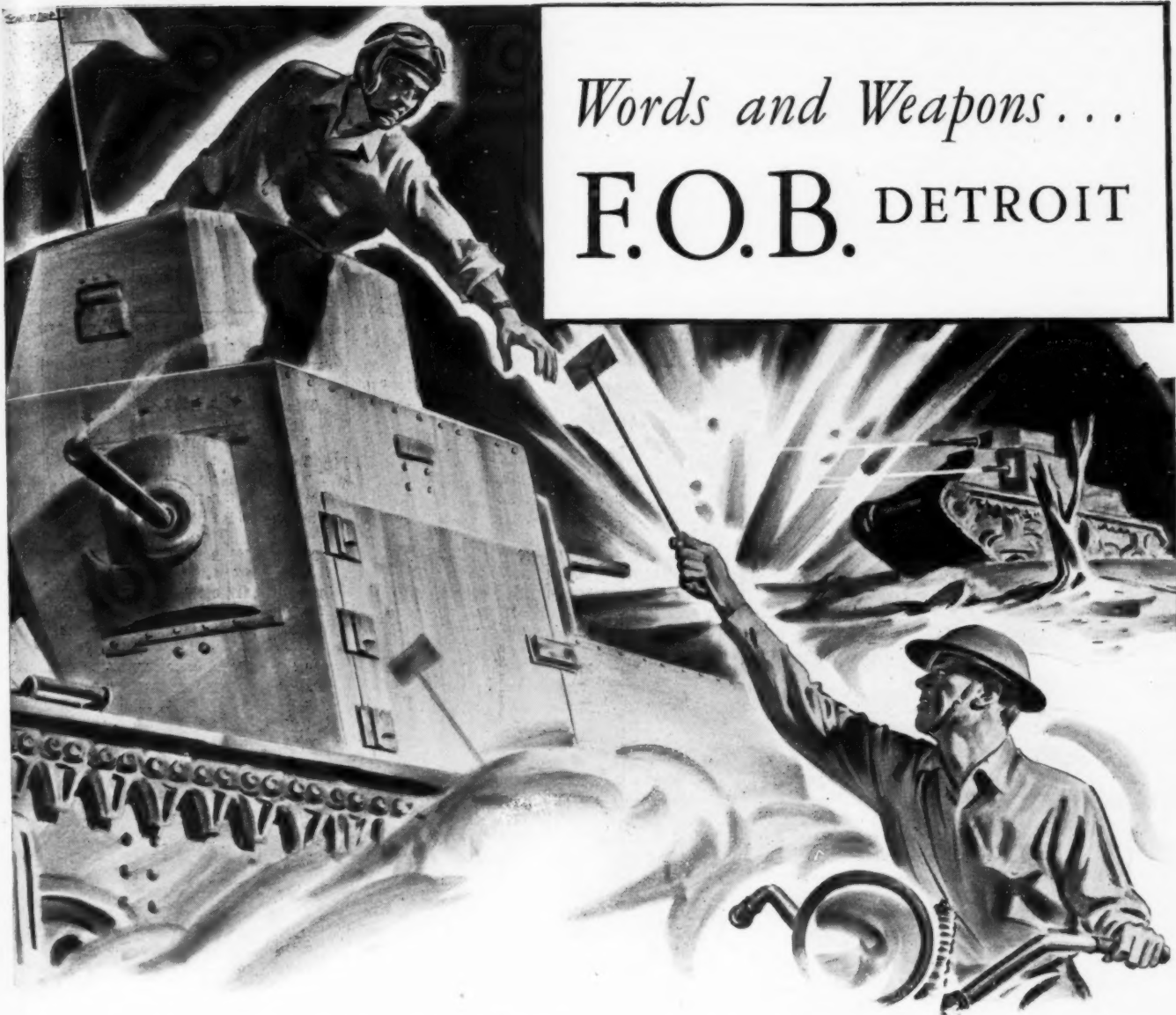
For Michigan City figures, see page 182.

Before using these figures, see explanation page 9.

LOOK BEFORE YOU LEAP! If any of the figures on these pages seem confusing or incomprehensible, you must have skipped the introductory explanation beginning on page 9. Reading it before you attempt to use these data is cheaper and quicker than wiring the editors, who will just refer you to those same pages anyway.

Words and Weapons...

F.O.B. DETROIT

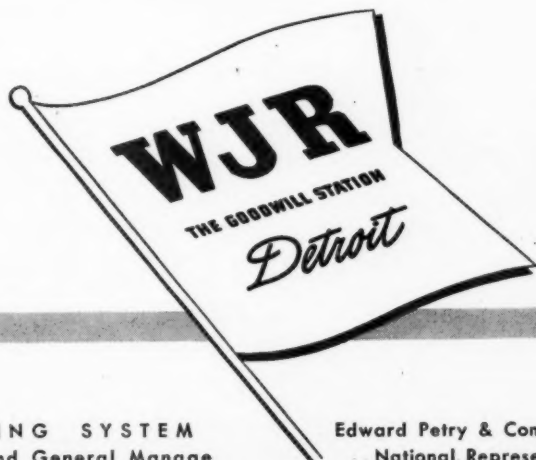


Big things are happening in and around Detroit. Michigan fields, last year green with corn, have sprouted huge armament plants—one of them *the largest building in the world*. Production lines that carried fancy autos now roll off mighty fighting tanks. Massive bombers from a single factory soon will be completed *one every hour, day and night*.

These are facts which perk the ears of Mr. and Mrs. American Citizen as they listen to the radio program called *F.O.B. Detroit*. Originated every Saturday by WJR for 92 CBS stations, this broadcast is Detroit's report to the nation—an authentic account direct from the lips of those men who have

converted the world's greatest automotive center into a mammoth Arsenal for Democracy.

There have been rumors that America cannot produce armaments fast enough to avert defeat, that Americans go into battle with empty hands. Radio can combat these Axis lies. Radio *does* combat them with word of weapons *F.O.B. Detroit*.



BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President... Leo J. Fitzpatrick, Vice President and General Manager




Edward Petry & Company, Inc.
National Representative

APRIL 10, 1942

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WISCONSIN—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %
Adams.....85	8.5	.006	13	2.3	2.3	1.34	66.67	1,343	.002	114	118	16	2,458	.003	1,077	1,079	.9	.003	50
Ashland.....86	21.8	.017	21	5.5	5.3	1.27	65.23	8,690	.016	534	148	41	13,843	.015	2,504	2,569	1.6	.015	88
Barron.....86	34.3	.026	40	8.8	8.8	4.32	61.18	11,823	.022	844	143	16	19,129	.021	2,168	2,170	3.8	.021	81
Bayfield.....86	15.8	.012	11	4.2	4.1	2.10	74.85	3,567	.007	301	149	16	6,138	.007	1,452	1,477	1.3	.007	58
Brown.....81	83.1	.063	158	20.5	20.3	3.31	57.62	43,251	.080	2,906	125	62	69,400	.078	3,384	3,404	12.6	.077	122
Buffalo.....95	16.1	.012	23	4.1	4.1	2.05	60.50	3,877	.007	338	142	14	6,902	.008	1,674	1,674	1.5	.008	67
Burnett.....86	11.4	.009	14	3.1	3.0	2.00	70.01	2,294	.004	182	135	9	3,635	.004	1,181	1,191	1.0	.004	44
Calumet.....85	17.6	.013	56	4.4	4.4	1.99	69.40	5,319	.010	553	140	23	9,326	.010	2,128	2,134	2.3	.010	77
Chippewa.....85	40.7	.031	40	9.6	9.6	3.82	65.98	13,706	.025	892	131	23	21,845	.024	2,277	2,278	4.4	.024	77
Clark.....85	34.0	.026	28	8.6	8.6	5.17	69.73	9,191	.017	725	136	12	16,303	.018	1,896	1,900	3.7	.018	69
Columbia.....85	32.5	.025	42	8.9	8.9	2.98	61.60	13,414	.025	1,039	128	34	20,325	.022	2,278	2,278	4.6	.023	92
Crawford.....83	18.3	.014	31	4.6	4.5	1.92	59.77	4,294	.008	303	97	14	6,828	.007	1,499	1,500	1.6	.007	50
Dane (Madison).....84	130.7	.099	109	35.4	35.2	5.84	49.10	73,274	.136	5,534	133	89	117,261	.129	3,315	3,325	31.3	.132	133
Dodge.....85	54.3	.041	61	13.9	13.9	4.56	60.32	16,913	.031	1,145	128	25	28,918	.032	2,078	2,079	8.1	.031	76
Door.....81	19.1	.015	39	5.0	5.0	2.25	68.25	7,165	.013	501	134	21	11,466	.013	2,310	2,313	2.0	.013	87
Douglas.....86	47.1	.036	36	12.9	12.8	2.10	53.60	20,273	.037	1,375	130	59	35,448	.039	2,756	2,763	6.3	.038	106
Dunn.....95	27.4	.021	32	7.0	7.0	3.35	60.67	7,692	.014	590	136	16	13,034	.014	1,852	1,853	2.8	.014	67
Eau Claire.....95	47.0	.036	72	12.6	12.6	2.16	55.60	22,455	.042	1,390	132	54	35,157	.038	2,795	2,797	6.7	.039	108
Florence.....85	4.2	.003	9	1.1	1.1	.51	74.63	818	.002	80	174	14	1,257	.001	1,155	1,156	.3	.001	33
Fond du Lac.....85	62.4	.047	86	16.4	16.3	3.93	59.80	27,057	.050	2,042	130	52	44,355	.049	2,711	2,715	10.3	.049	104
Forest.....85	11.8	.009	12	2.7	2.6	.75	59.41	2,774	.005	271	147	14	4,417	.005	1,636	1,666	N. A.	.005	56
Grant.....90	40.6	.031	35	10.8	10.8	4.03	59.49	13,987	.026	991	118	19	22,274	.024	2,053	2,055	4.6	.025	81
Green.....72	23.1	.018	40	6.5	6.5	2.44	56.25	10,533	.019	674	123	36	17,030	.019	2,629	2,631	3.0	.019	108
Green Lake.....85	14.1	.011	40	4.0	4.0	1.46	64.91	5,656	.010	475	130	30	9,805	.011	2,452	2,453	1.8	.011	100
Iowa.....84	20.6	.016	27	5.4	5.4	2.45	54.93	5,052	.009	431	133	14	8,849	.010	1,827	1,828	2.0	.010	63
Iron.....86	10.1	.008	13	2.6	2.6	.56	61.46	2,976	.006	258	142	36	4,652	.005	1,800	1,801	.9	.006	75
Jackson.....85	16.6	.013	17	4.3	4.2	2.21	63.34	4,670	.009	302	120	17	7,749	.009	1,807	1,822	1.5	.009	69
Jefferson.....85	38.9	.030	69	10.8	10.8	3.10	62.83	18,721	.035	1,355	128	48	31,095	.034	2,878	2,880	7.0	.034	113
Juneau.....85	18.7	.014	24	4.9	4.9	2.12	66.12	5,240	.010	382	127	18	9,235	.010	1,870	1,875	2.0	.010	71
Kenosha.....72	63.5	.048	233	16.8	16.7	1.53	47.43	27,713	.051	2,027	165	72	49,693	.054	2,964	2,972	11.7	.052	106
Kewaunee.....81	16.7	.013	50	4.3	4.3	2.02	72.61	4,445	.008	365	103	21	7,641	.008	1,793	1,794	1.6	.008	62
La Crosse.....83	59.7	.045	127	15.8	15.8	1.68	52.29	29,108	.054	1,707	127	59	47,727	.052	3,011	3,016	9.1	.052	116
Lafayette.....72	18.7	.014	29	4.9	4.9	2.26	61.11	5,485	.010	418	141	12	9,800	.011	2,010	2,011	2.0	.010	71
Langlade.....85	23.2	.018	27	5.6	5.6	1.84	63.60	8,621	.016	512	141	30	14,409	.016	2,558	2,560	2.5	.016	89
Lincoln.....85	22.5	.017	25	5.8	5.8	2.04	68.47	7,372	.014	585	139	30	11,882	.013	2,056	2,059	2.4	.013	76
Manitowoc.....85	61.6	.047	105	15.8	15.8	3.74	60.73	26,133	.048	1,986	136	49	46,554	.051	2,938	2,942	9.4	.050	106
Marathon.....85	75.9	.058	48	18.1	18.1	6.56	66.61	26,126	.048	1,810	127	35	43,316	.048	2,394	2,396	9.3	.048	83
Marinette.....81	36.2	.028	26	9.1	9.1	2.94	67.43	12,499	.023	772	124	32	19,995	.022	2,187	2,188	3.7	.022	79
Marquette.....85	9.1	.007	20	2.5	2.5	1.29	70.04	2,363	.004	190	107	11	4,165	.005	1,646	1,647	.8	.004	57
Milwaukee (Milwaukee).....85	766.9	.582	3,209	209.7	207.0	1.86	37.23	406,095	.751	32,814	139	98	697,921	.766	3,328	3,353	143.6	.762	131
Monroe.....85	30.1	.023	33	7.5	7.5	3.34	60.77	9,368	.017	618	116	22	15,194	.017	2,023	2,028	3.2	.017	74
Oconto.....81	27.1	.021	25	6.6	6.5	3.14	72.52	5,985	.011	550	136	15	9,454	.010	1,434	1,441	2.3	.011	52
Oneida.....85	18.9	.014	17	5.1	5.0	.79	61.10	9,595	.018	556	119	47	14,888	.016	2,943	2,953	2.4	.017	121
Outagamie.....85	70.0	.053	111	17.5	17.3	3.56	65.30	31,061	.057	2,055	122	56	51,461	.056	2,937	2,957	10.1	.056	106
Ozaukee.....85	19.0	.014	81	5.0	5.0	1.55	66.03	7,774	.014	870	150	51	12,746	.014	2,548	2,549	2.9	.015	107
Poplin.....95	7.9	.006	33	2.0	2.0	.95	64.47	2,523	.005	208	194	17	4,398	.005	2,213	2,215	.8	.005	83
Pierce.....95	21.5	.016	36	5.8	5.8	2.81	65.26	7,133	.013	695	155	17	11,701	.013	2,022	2,024	2.5	.013	81
Polk.....95	26.2	.020	28	6.8	6.8	4.07	63.68	7,560	.014	564	130	14	12,823	.014	1,884	1,889	2.9	.014	70
Portage.....85	35.8	.027	44	8.4	8.4	2.87	62.59	11,409	.021	724	115	37	19,687	.022	2,348	2,349	3.9	.021	78
Price.....86	18.5	.014	15	4.8	4.8	2.51	78.49	5,515	.010	361	127	19	8,693	.010	1,822	1,823	1.6	.010	71
Racine (Racine).....85	94.0	.071	279	25.0	24.8	2.05	48.49	43,102	.080	3,361	143	82	74,570	.082	2,984	2,995	17.8	.081	114
Richland.....84	20.4	.015	35	5.3	5.3	2.44	55.25	5,312	.010	444	121	13	9,431	.010	1,786	1,788	2.2	.010	67
Rock (Janesville).....72	80.2	.061	111																

"BRIGHTEST SPOT"

in the Nation for
**EXPANSION of
Arms Production"**

—Col. Ray M. Hare, Chief of Army
Contract Distribution Division

MILWAUKEE
AREA

"The Milwaukee area stands out as the best bet by every test." Such is the opinion of the army and navy facilities committee after a nation-wide survey to spot industrial areas offering the greatest possibilities for arms production expansion.

As a result, according to Col. Ray M. Hare, chief of the army contract distribution division, "the Milwaukee area will be foremost in plans of the war and navy department for expansion of production in 1942."

Greatest Expansion in War Production Means Greatest Expansion in Sales Opportunities

Already, factory pay rolls in the Milwaukee metropolitan area have been boosted to more than \$5,000,000.00 WEEKLY (January, 1942) by the avalanche of war orders. This is DOUBLE the amount two years ago. And "the area will have to triple its production of war goods in 1942," according to Col. Hare.

So make the Milwaukee area foremost in your plans for 1942 sales expansion! And depend on the speed and flexibility of newspaper advertising for the TIMELY, CONCENTRATED, LOCALIZED effort needed to take full advantage of changing conditions and trends!




In one newspaper alone—The Milwaukee Journal—you can reach more than 88% of all families in the booming Milwaukee metropolitan area.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—County Data—(Continued)





The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROL		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index
Vilas.....	85	8.9	.007	10	2.4	2.2	.46	86.72	4,414	.008	283	120	28	7,218	.008	3,064	3,219	.8	.008	114
Walworth.....	72	33.1	.025	59	9.5	9.4	2.60	58.18	17,995	.033	1,470	141	45	29,192	.032	3,076	3,083	5.8	.033	132
Washburn.....	86	12.5	.009	15	3.3	3.3	1.48	65.31	3,641	.007	246	110	18	5,867	.006	1,756	1,759	1.3	.006	67
Washington.....	85	28.4	.021	66	7.4	7.4	2.61	64.18	10,086	.019	1,028	146	44	18,177	.020	2,451	2,451	4.8	.020	95
Waukesha.....	85	62.7	.048	113	16.4	16.4	3.37	57.51	25,724	.048	2,702	141	58	43,213	.047	2,633	2,637	12.6	.049	102
Waupaca.....	85	34.6	.026	46	9.1	9.1	3.46	65.00	12,182	.023	1,091	132	27	21,661	.024	2,384	2,386	4.0	.024	92
Waushara.....	85	14.3	.011	23	3.9	3.9	2.18	68.65	3,584	.007	231	102	11	6,064	.007	1,550	1,550	1.4	.007	64
Winnebago.....	85	80.5	.061	177	21.7	21.7	2.53	61.24	36,807	.068	2,652	131	68	64,613	.071	2,972	2,976	11.9	.069	113
Wood.....	85	44.5	.034	55	11.2	11.1	2.98	61.20	18,184	.034	1,299	111	43	28,782	.031	2,576	2,583	6.0	.032	94
STATE TOTAL.....		3,137.6	2.383	57	827.2	820.8	186.74	54.43	1,329,997	2.458	101,166	134	56	2,239,993	2.458	2,708	2,720	472.9	2.456	103

For Wisconsin City figures, see page 184.

East North Central States—City Data

OHIO—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE								Thous- ands of \$1500 Pre- ferred families
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fami- lies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Fami- ly dollars			
Akron.....	Summit.....	244.8	72.12	3.54	.186	66.4	N. A.	N. A.	154,617	87.20	4.69	.286	127,243	380,257	256,969	76.20	4.36	.282	1,050	3,870	35.3		
Alliance.....	Stark.....	22.4	9.54	.32	.017	6.5	46.34	23.84	14,005	11.92	.42	.026	4,213	16,042	22,208	10.93	.38	.024	991	3,425	3.1		
Ashland.....	Ashland.....	12.5	41.81	.18	.009	3.9	52.66	28.07	9,373	67.28	.28	.017	2,951	14,117	12,933	55.02	.22	.014	1,039	3,355	1.7		
Ashtabula.....	Ashtabula.....	21.4	31.17	.31	.016	6.0	54.54	22.04	15,457	47.14	.47	.029	4,057	11,063	21,606	35.82	.37	.024	1,009	3,573	2.9		
Athens.....	Athens.....	7.7	15.98	.11	.006	2.5	47.03	34.49	8,054	52.31	.24	.015	3,928	N. A.	5,708	21.37	.10	.006	742	2,291	.7		
Barberton.....	Summit.....	24.0	7.08	.35	.018	6.2	N. A.	N. A.	12,197	6.88	.37	.023	2,763	60,209	21,915	6.50	.37	.024	912	3,535	3.1		
Bellaire.....	Belmont.....	13.8	14.43	.20	.010	3.7	33.44	17.61	6,212	22.38	.19	.011	1,768	2,200	8,905	18.28	.15	.010	645	2,407	1.5		
Bellefontaine.....	Logan.....	9.8	33.11	.14	.008	2.9	56.47	21.87	7,180	62.43	.22	.013	4,105	N. A.	9,478	48.71	.16	.010	966	3,228	1.3		
Bowling Green.....	Wood.....	7.2	13.88	.10	.006	2.2	53.43	25.33	6,223	36.95	.19	.012	1,350	N. A.	7,529	25.77	.13	.008	1,047	3,358	1.0		
Bucyrus.....	Crawford.....	9.7	27.35	.14	.007	3.0	50.35	19.71	6,392	41.19	.19	.012	1,619	N. A.	10,192	34.55	.17	.011	1,048	3,365	1.4		
Cambridge.....	Guernsey.....	15.0	38.75	.22	.011	4.4	51.14	18.44	8,880	73.24	.27	.016	4,694	4,712	10,191	49.76	.17	.011	677	2,333	1.9		
Canton.....	Stark.....	108.4	46.15	1.57	.082	29.5	47.99	30.88	81,701	69.54	2.48	.151	55,116	175,328	106,823	52.60	1.81	.117	985	3,625	16.2		
Chillicothe.....	Ross.....	20.1	38.60	.29	.015	5.8	43.77	26.88	14,566	81.23	.44	.027	5,508	N. A.	14,765	49.72	.25	.016	734	2,566	2.5		
Cincinnati.....	Hamilton.....	455.8	73.25	6.60	.346	135.5	N. A.	N. A.	330,014	88.78	10.00	.610	885,050	510,264	550,148	80.45	9.33	.604	1,207	4,060	63.5		
Circleville.....	Pickaway.....	8.0	28.62	.12	.006	2.3	51.92	19.04	5,335	71.64	.16	.010	3,450	N. A.	7,006	54.55	.12	.008	878	2,986	1.0		
Cleveland.....	Cuyahoga.....	878.3	72.16	12.72	.667	242.3	33.24	28.93	568,307	83.02	17.22	1.050	1,251,100	1,180,400	1,012,640	79.75	17.16	1.111	1,153	4,180	130.2		
Cleveland Hgts.....	Cuyahoga.....	55.0	4.52	.80	.042	15.2	55.11	67.79	22,114	3.23	.67	.041	307	551	68,240	5.37	1.16	.075	1,241	4,492	12.6		
Columbus.....	Franklin.....	306.1	78.74	4.43	.232	83.6	37.02	30.78	230,208	98.46	6.97	.425	210,061	215,648	315,152	83.72	5.34	.346	1,030	3,770	40.1		
Conneaut.....	Ashtabula.....	9.4	13.62	.14	.007	2.8	55.12	22.03	5,754	17.55	.17	.011	892	N. A.	8,106	13.44	.14	.009	866	2,922	1.2		
Coshocton.....	Coshocton.....	11.5	37.62	.17	.009	3.5	50.71	24.48	8,923	80.74	.27	.016	2,754	8,843	10,906	54.88	.18	.012	948	3,153	1.5		
Cuyahoga Falls.....	Summit.....	20.5	6.05	.30	.016	5.8	N. A.	N. A.	9,298	5.24	.28	.017	506	3,850	20,653	6.12	.35	.023	1,005	3,561	2.4		
Dayton.....	Montgomery.....	210.7	71.31	3.05	.160	59.5	N. A.	N. A.	156,641	96.65	4.75	.289	150,438	N. A.	219,957	77.94	3.73	.241	1,044	3,697	34.2		
Defiance.....	Defiance.....	9.7	39.99	.14	.008	2.0	59.51	21.82	7,230	75.89	.22	.013	2,827	N. A.	8,977	52.77	.15	.010	921	3,222	1.2		
Delaware.....	Delaware.....	8.9	33.40	.13	.007	2.7	55.35	21.75	6,872	72.97	.21	.013	1,336	N. A.	9,423	58.89	.16	.010	1,054	3,440	1.1		
Dover.....	Tuscarawas.....	9.7	14.08	.14	.007	2.7	55.33	21.36	7,113	26.20	.22	.013	890	N. A.	7,365	15.17	.12	.008	760	2,717	1.0		
East Cleveland.....	Cuyahoga.....	39.5	3.24	.57	.030	12.1	29.20	40.30	13,808	2.02	.42	.026	315	12,052	49,718	3.92	.84	.055	1,259	4,098	9.1		
East Liverpool.....	Columbiana.....	23.6	26.14	.34	.018	6.5	48.61	24.44	16,998	41.56	.52	.031	5,617	7,250	21,874	31.54	.37	.024	929	3,355	2.9		
Elyria.....	Lorain.....	25.1	22.35	.36	.019	7.2	50.44	29.66	16,821	33.46	.51	.031	5,352	34,968	24,747	27.11	.42	.027	985	3,441	4.7		
Euclid.....	Cuyahoga.....	17.9	1.47	.26	.014	4.8	66.63	43.63	5,141	.75	.16	.010	1,453	51,194	14,898	1.17	.25	.016	834	3,116	3.3		
Findlay.....	Hancock.....	20.2	49.59	.29	.015	6.1	54.68	26.12	13,362	80.59	.41	.025	5,647	19,438	18,062	66.25	.31	.020	893	2,940	2.9		
Fostoria.....	Seneca- Hancock.....	13.519	.010	3.9	53.73	24.83	8,53926	.016	6,950	16,511	10,02417	.011	745	2,584	2.1		
Fremont.....	Sandusky.....	14.7	35.87	.21	.011	4.4	54.88	25.76	11,238	63.74	.34	.021	3,162	15,088	11,292	39.09	.19	.012	768	2,593	2.3		

Before using these figures, see explanation page 9.

CANTON'S INDUSTRIAL EMPLOYMENT

up 73%

OVER PEAK PERIOD OF 1929

Repository circulation reaches all-time high with 54,089 paid circulation for February, 1942.

Sell your products to Canton's 35,031 industrial workers and the 333,135 persons in the A. B. C. trading zone through the 127 year old Canton Repository.

THURSDAY, MARCH 5, 1942.

Canton Jobs Exceed 35,000, 73% Higher Than 1929 Peak

Employment records in Canton's plants again were shattered during the week ending Feb. 27 to push the city's industrial employment to 73 percent above the best 1929 level, according to the Canton Chamber of Commerce's weekly labor barometer.

The chamber reported 35,051 workers on payrolls of local plants, exclusive of office workers, or 14,834 more employees than for the week ending April 13, 1929, when 20,217 men and women were reported at work, the highest number for that so-called "boom year."

The new peak is a gain of 5,502 employees over the 1941 average weekly employment of 29,549, an increase of 12,863 over the 1940 average weekly employment of 22,188 and 28,170 more workers than the 6,881 reported for the week ending March 18, 1933, lowest level for the depression.

The record breaking level also is a gain of 14,380 workers since week ending May 3, 1939.

when industrial employment started a climb under impetus of the defense drive which has exceeded all expectations and still shows no signs of leveling off.

The chamber's officials noted that current industrial employment is almost double the average weekly employment of 1929, which amounted to 18,621 employees, and more than four times higher than the average of 8,095 employees in 1932.

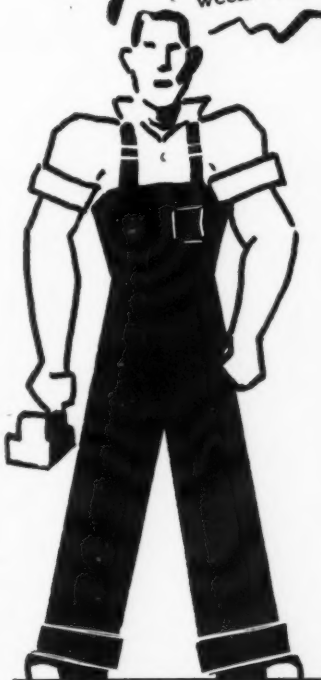
Their records show an average weekly employment of 11,636 in 1933; 15,286 in 1934; 17,649 in 1935; 19,530 in 1936; 21,130 in 1937; 14,286 in 1938 and 17,525 in 1939.



1929—Average
18,621 WORKERS



1940—Average
22,188 WORKERS



1941—Average
29,549 WORKERS



1942—End of Feb.
35,051 WORKERS

CANTON, OHIO

...bright spot
growing brighter

THE CANTON REPOSITORY

A Brush-Moore Newspaper

Represented Nationally By

STORY, BROOKS & FINLEY

NEW YORK

PHILADELPHIA

CHICAGO

CLEVELAND

LOS ANGELES

ATLANTA

WHIO

*Memo to Sales Mgmt —
Repeat last year's ad. It's
still the truth —
only MORE SO!*



is the DAYTON MARKET

*Complete coverage and unusual
listener loyalty make WHIO your
most effective and economical
sales-aid throughout the productive
Dayton market.*

5000 WATTS BASIC CBS

G. P. HOLLINGSBERRY CO.
Chicago. New York. San Francisco

O H I O—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Gallien.....	Crawford.....	8.7	24.42	.13	.007	2.7	60.33	26.11	4,961	31.97	.15	.009	554	N. A.	7,637	25.89	.13	.008	879	2,839	6.4
Greenville.....	Darke.....	7.7	19.95	.11	.006	2.4	50.58	21.93	6,731	48.64	.20	.012	4,909	N. A.	7,991	34.24	.14	.009	1,032	3,308	1.0
Hamilton.....	Butler.....	50.6	42.07	.73	.038	14.2	48.10	27.28	29,314	54.30	.89	.054	8,412	54,023	47,992	46.46	.81	.053	949	3,388	6.4
Ironton.....	Lawrence.....	15.9	33.94	.23	.012	4.3	42.96	19.17	8,780	79.66	.27	.016	N. A.	7,208	9,316	47.28	.16	.010	588	2,190	1.8
Kent.....	Portage.....	8.6	18.39	.12	.007	2.5	53.05	31.92	5,895	35.26	.18	.011	210	N. A.	8,081	28.92	.14	.009	942	3,243	1.0
Kenton.....	Hardin.....	7.6	28.06	.11	.006	2.3	54.98	18.63	5,357	60.18	.16	.010	2,400	N. A.	7,333	48.94	.12	.008	966	3,122	1.0
Lakewood.....	Cuyahoga.....	69.2	5.68	1.00	.053	20.8	42.32	49.17	29,502	4.31	.89	.055	1,406	11,886	88,388	6.96	1.50	.097	1,278	4,241	16.5
Lancaster.....	Fairfield.....	21.9	45.25	.32	.017	6.2	50.87	25.18	13,079	77.08	.40	.024	2,847	21,500	13,710	46.70	.23	.015	625	2,196	2.5
Lima.....	Allen.....	44.7	60.99	.65	.034	12.8	45.00	24.56	30,195	80.78	.91	.056	14,250	32,416	42,005	66.33	.71	.046	939	3,274	5.5
Lorain.....	Lorain.....	44.1	39.26	.64	.034	11.3	54.84	27.47	22,647	45.05	.69	.042	4,805	N. A.	39,945	43.76	.68	.044	905	3,527	5.8
Mansfield.....	Richland.....	37.2	50.31	.54	.028	10.8	50.13	33.38	29,096	79.13	.88	.054	16,437	71,506	35,987	58.98	.61	.039	969	3,346	6.1
Marietta.....	Washington.....	14.5	33.40	.21	.011	4.4	51.65	21.20	10,701	77.05	.32	.020	6,724	3,553	11,115	41.71	.19	.012	764	2,542	1.8
Marion.....	Marion.....	30.8	68.64	.45	.023	8.7	49.33	21.92	17,349	89.78	.53	.032	3,562	21,906	24,218	73.77	.41	.027	786	2,770	3.9
Martins Ferry.....	Belmont.....	14.7	15.40	.21	.011	4.0	42.24	24.40	6,126	22.07	.19	.011	2,315	18,650	9,011	18.50	.15	.010	612	2,270	2.0
Massillon.....	Stark.....	26.6	11.34	.39	.020	7.3	54.69	29.08	16,382	13.94	.50	.030	4,428	21,621	24,743	12.18	.42	.027	929	3,381	3.3
Middletown.....	Butler.....	31.2	25.96	.45	.024	8.3	39.84	29.81	19,759	36.60	.60	.037	10,082	82,108	28,474	27.57	.48	.031	912	3,414	4.2
Mount Vernon.....	Knox.....	10.1	32.63	.15	.008	3.1	51.91	25.60	8,689	69.29	.26	.016	1,257	3,660	8,923	41.76	.15	.010	882	2,893	1.4
Newark.....	Licking.....	31.5	50.56	.46	.024	9.5	53.40	24.48	19,825	76.73	.60	.037	4,916	N. A.	26,818	59.95	.45	.029	852	2,835	4.1
New Philadelphia.....	Tuscarawas.....	12.3	17.91	.18	.009	3.7	54.31	19.90	7,971	29.36	.24	.015	1,405	2,500	11,276	23.23	.19	.012	915	3,067	1.9
Niles.....	Trumbull.....	16.3	12.30	.23	.012	4.1	52.51	25.07	6,531	12.67	.20	.012	425	18,891	11,946	12.68	.20	.013	734	2,893	2.3
Norwalk.....	Huron.....	8.2	23.59	.12	.006	2.5	61.19	23.16	6,004	39.68	.18	.011	1,852	N. A.	6,674	22.98	.11	.007	813	2,710	1.2
Norwood.....	Hamilton.....	34.0	5.47	.49	.026	9.8	N. A.	N. A.	17,824	4.79	.54	.033	21,392	94,367	37,854	5.54	.64	.042	1,113	3,863	4.8
Painesville.....	Lake.....	12.2	24.46	.18	.009	3.4	51.17	32.04	11,995	50.28	.36	.022	2,736	1,954	11,355	28.00	.19	.012	928	3,384	1.7

Before using these figures, see explanation page 9.

OHIO—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Fam- ily dollars	Thous- ands of \$1500 Pre- ferred families
Piqua	Miami	18.0	30.49	.23	.012	4.8	50.06	21.61	9,831	42.82	.30	.018	4,142	19,680	14,036	35.77	.24	.015	875	2,921	2.1
Portsmouth	Scioto	40.5	46.75	.59	.031	10.9	36.42	22.94	25,562	83.96	.77	.047	14,206	N. A.	34,347	64.80	.58	.038	849	3,161	4.7
Ravenna	Portage	8.5	18.30	.12	.007	2.4	53.03	23.58	6,615	39.57	.20	.012	1,041	N. A.	7,997	28.62	.14	.009	937	3,360	1.1
Salem	Columbiana	12.3	13.65	.18	.009	3.4	54.37	28.87	10,096	24.68	.31	.019	1,652	18,372	9,093	13.11	.15	.010	739	2,639	1.9
Sandusky	Erie	24.9	57.58	.36	.019	7.1	53.71	30.29	15,929	74.95	.48	.029	7,209	14,480	27,291	67.82	.46	.030	1,097	3,819	3.9
Shaker Heights	Cuyahoga	23.4	1.92	.34	.018	6.0	62.68	100.94	7,079	1.03	.21	.013	N. A.	N. A.	24,502	1.93	.42	.027	1,047	4,061	5.4
Sidney	Shelby	9.8	37.55	.14	.008	2.9	48.10	24.06	6,942	75.28	.21	.013	7,913	N. A.	8,075	51.60	.14	.009	825	2,817	1.2
Springfield	Clark	70.7	73.88	1.02	.054	20.1	40.99	26.39	41,454	91.60	1.26	.077	13,527	140,677	64,801	84.47	1.10	.071	917	3,225	8.9
Steubenville	Jefferson	37.7	38.37	.54	.029	9.6	37.42	34.61	31,989	72.07	.97	.059	10,050	N. A.	33,877	45.49	.58	.037	900	3,522	6.7
Tiffin	Seneca	16.1	33.20	.23	.012	4.5	56.56	26.02	10,444	49.79	.32	.019	3,140	12,915	12,032	34.15	.20	.013	747	2,686	2.5
Toledo	Lucas	282.3	82.00	4.09	.214	79.3	46.19	29.46	177,929	91.40	5.39	.329	163,466	280,060	292,020	83.32	4.95	.320	1,034	3,681	44.6
Troy	Miami	9.7	18.42	.14	.007	2.8	48.97	28.21	6,681	29.10	.20	.012	1,300	N. A.	8,517	21.71	.15	.009	878	3,018	1.2
Urbana	Champaign	8.3	33.00	.12	.006	2.4	54.16	20.15	5,749	63.18	.17	.011	3,080	N. A.	7,838	45.60	.13	.009	940	3,246	1.0
Van Wert	Van Wert	9.2	34.48	.13	.007	2.8	58.89	23.33	7,029	72.56	.21	.013	2,538	N. A.	8,888	47.85	.15	.010	963	3,169	1.2
Warren	Trumbull	42.8	32.38	.62	.033	11.3	50.77	32.03	29,392	57.00	.89	.054	5,916	4,337	39,910	42.35	.68	.044	932	3,548	7.5
Washington Court House	Fayette	9.4	43.97	.14	.007	2.7	50.31	18.65	8,393	88.24	.25	.016	8,204	N. A.	6,899	40.71	.12	.008	734	2,524	1.2
Wilmington	Clinton	6.0	28.45	.09	.005	1.9	54.45	22.44	5,518	55.29	.17	.010	1,362	N. A.	6,018	35.38	.10	.007	1,008	3,206	.7
Wooster	Wayne	11.5	22.85	.17	.009	3.4	56.41	29.07	11,410	52.14	.35	.021	3,050	6,552	10,816	28.76	.18	.012	937	3,206	1.4
Xenia	Greene	10.6	29.65	.15	.008	3.2	48.44	19.75	7,361	36.35	.22	.014	7,152	2,743	7,692	63.58	.13	.008	723	2,381	1.3
Youngstown	Mahoning- Trumbull	167.7		2.43	.127	41.1	N. A.	N. A.	107,922		3.27	.199	80,120	250,687	152,102		2.58	.167	907	3,701	19.8
Zanesville	Muskingum	37.5	53.73	.54	.028	11.0	48.05	23.13	26,438	83.51	.80	.049	12,313	20,496	34,744	63.24	.59	.038	927	3,169	4.8
TOTAL ABOVE CITIES		4,068.2		58.90	3.090	1139			2683,047		81.30	4.959			4230,693		71.71	4.640	1,040	3,713	599.5
STATE TOTAL		6,907.6		5.246	1898	49.97			3300,006		6.100				5899,990		6.475	854	3,109	1,054.1	

For Ohio County figures, see page 150.





INDIANA—City Data

Anderson	Madison	41.6	49.63	1.21	.032	12.4	45.87	26.12	26,937	67.84	1.86	.050	9,052	96,455	40,209	59.70	1.61	.044	967	3,240	6.4
Bedford	Lawrence	12.5	35.71	.37	.010	3.7	40.74	14.88	7,095	74.57	.49	.014	2,822	5,437	11,703	67.20	.47	.013	935	3,206	2.0
Bloomington	Monroe	20.9	57.12	.61	.016	6.0	46.44	23.44	14,037	93.71	.97	.026	4,852	4,872	22,615	93.26	.90	.025	1,084	3,750	3.5
Bluffton	Wells	5.4	28.36	.16	.004	1.7	60.67	17.03	4,254	67.31	.29	.008	2,739	N. A.	7,160	76.85	.29	.008	1,322	4,267	.6
Brazil	Clay	8.1	32.04	.24	.006	2.5	51.79	13.55	5,656	71.21	.39	.010	797	N. A.	8,044	65.71	.32	.009	990	3,281	.9
Columbus	Bartholomew	11.7	41.51	.34	.009	3.6	40.77	23.69	9,677	87.02	.67	.014	3,927	N. A.	14,542	83.94	.58	.016	1,239	4,063	1.5
Cornersville	Fayette	12.9	66.45	.37	.010	3.7	42.08	22.49	6,944	96.10	.48	.013	3,800	N. A.	10,994	87.57	.44	.012	852	2,971	2.1
Crawfordsville	Montgomery	11.1	40.72	.32	.008	3.4	48.54	20.94	8,331	72.28	.57	.015	3,305	10,066	13,155	64.14	.53	.014	1,186	3,673	1.7
East Chicago	Lake	54.6	18.64	1.59	.041	13.2	33.52	26.86	17,092	12.33	1.18	.032	12,847	390,424	29,748	12.80	1.19	.033	544	2,259	7.2
Elkhart	Elkhart	33.4	46.03	.98	.025	9.8	52.63	23.32	19,734	57.62	1.36	.036	1,550	43,077	29,337	51.16	1.17	.032	877	2,994	5.8
Elwood	Madison	10.9	12.32	.32	.008	3.2	55.78	14.92	5,826	14.67	.40	.011	1,213	7,174	10,236	15.20	.41	.011	938	3,197	1.0
Evansville	Vanderburgh	97.1	74.22	2.83	.074	27.8	36.54	24.76	61,556	95.82	4.25	.114	70,049	180,126	97,554	91.65	3.90	.107	1,005	3,514	15.7
Fort Wayne	Allen	118.4	76.35	3.45	.090	33.0	52.99	31.11	76,446	91.97	6.27	.141	64,508	N. A.	127,673	86.35	5.11	.140	1,078	3,869	19.0
Frankfort	Clinton	13.7	48.24	.40	.010	4.0	49.40	21.47	9,341	72.75	.64	.017	3,141	N. A.	15,335	72.41	.61	.017	1,119	3,809	1.2
Gary	Lake	111.7	38.10	3.26	.085	30.0	35.38	30.37	58,890	42.48	4.06	.109	18,850	N. A.	98,615	42.44	3.94	.108	883	3,287	16.5
Goshen	Elkhart	11.4	15.66	.33	.009	3.4	59.40	20.78	7,952	23.22	.55	.015	1,580	13,362	12,740	22.22	.51	.014	1,120	3,697	1.6
Greensburg	Decatur	6.1	34.22	.18	.005	1.8	51.90	18.35	5,062	79.23	.35	.009	2,711	N. A.	6,049	60.57	.24	.007	997	3,372	.7
Hammond	Lake	70.2	23.94	2.05	.053	18.4	47.22	31.98	43,353	31.27	2.99	.080	11,814	127,644	62,434	26.87	2.50	.069	890	3,387	12.1
Huntington	Huntington	13.9	46.45	.41	.010	4.0	55.22	18.63	8,499	71.21	.59	.016	2,786	10,650	13,183	62.59	.53	.014	948	3,276	1.7
Indianapolis	Marion	387.0	83.96	11.29	.294	112.2	36.35	28.76	256,590	95.68	17.70	.474	526,350	405,196	466,394	93.07	18.66	.512	1,205	4,156	58.4
Jeffersonville	Clark	11.5	37.05	.34	.009	3.3	42.80	17.10	4,791	66.65	.33	.009	1,572	N. A.	8,182	61.40	.33	.009	712	2,461	1.3
Kokomo	Howard	33.8	70.77	.99	.026	9.6	49.88	21.11	19,945	90.10	1.38	.037	14,732	N. A.	30,039	84.52	1.20	.033	889	3,136	4.3
Lafayette	Tiptecanoe	28.8	56.44	.84	.022	8.1	44.44	27.33	25,227	82.74	1.74	.047	8,514	15,521	33,169	63.42	1.33	.036	1,152	4,079	4.1
La Porte	La Porte	16.2	25.42	.47	.012	4.6	52.34	26.63	11,479	38.51	.79	.021	4,852	32,046	15,719	34.79	.63	.017	972	3,384	2.8
Lebanon	Boone	6.5	29.57	.19	.005	2.0	53.30	19.39	5,762	72.45	.40	.011	1,207	N. A.	6,828	54.39	.27	.007	1,046	3,392	1.0
Logansport	Cass	20.2	54.67	.59	.015	6.2	49.94	20.91	13,217	86.63	.91	.024	5,119	13,342	20,188	78.45	.81	.022	1,001	3,280	2.6
Marion	Grant	26.8	47.96	.78	.020	8.0	48.63	21.17	18,109	77.97	1.25	.033	5,453	29,055	27,306	65.57	1.09	.030	1,020	3,400	3.3
Michigan City	La Porte	26.5	41.59	.77	.020	6.5	49.36	25.18	14,593	48.96	1.01	.027	3,223	36,636	22,200	49.14	.89	.024	838	3,409	3.8
Mishawaka	St. Joseph	28.3	17.49	.83	.021	7.9	53.30	22.66	11,368	13.90	.78	.021	2,547	N. A.	20,255	14.02	.81	.022	716	2,548	4.6
Muncie	Delaware	49.7	66.33	1.45	.038	14.7	45.34	25.15	31,994	90.68	2.21	.059	12,983	88,527	46,812	81.49	1.87	.051	942	3,188	7.5
New Albany	Floyd	25.4	72.49	.74	.019	7.5	46.23	18.33	11,061	94.61	.76	.020	5,348	15,272	20,538	97.04	.82	.023	808	2,721	3.2
New Castle	Henry	16.6	41.34	.48	.013	4.8	51.44	22.81	10,191	69.69	.70	.019	2,052	N. A.	16,067	61.35	.64	.018	967	3,366	2.5

Before using these figures, see explanation page 9.

INDIANA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE							Thou- sands of \$1500 Pre- ferred families
		Total (in thou- sands)	% of County	% of State	% of U S A	Families, Est'd (in thou- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U S A	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U S A	Per Cap- ita dollar	Per Fam- ily dollar		
Peru	Miami	12.4	44.52	.36	.009	3.7	50.13	20.09	7,381	72.19	.51	.014	3,781	3,324	11,860	62.81	.47	.013	954	3,202	2.0	
Richmond	Wayne	35.1	59.34	1.03	.027	10.2	43.72	24.54	22,887	82.02	1.58	.042	16,046	29,253	33,495	69.35	1.34	.037	953	3,287	5.4	
Seymour	Jackson	8.6	32.39	.25	.007	2.6	53.14	18.87	5,916	69.07	.41	.011	1,774	N. A.	8,316	57.61	.33	.009	965	3,226	1.1	
Shelbyville	Shelby	10.8	41.58	.32	.008	3.4	53.28	18.06	8,835	82.45	.61	.016	2,100	6,211	11,200	59.76	.45	.012	1,038	3,328	1.4	
South Bend	St. Joseph	101.3	62.58	2.95	.077	27.9	53.10	28.84	65,314	79.85	4.50	.121	62,624	195,621	100,157	69.32	4.01	.110	989	3,591	16.0	
Terre Haute	Vigo	62.7	82.88	1.83	.048	19.7	40.12	19.88	45,817	91.54	3.16	.085	41,325	38,017	69,711	81.02	2.79	.077	1,112	3,547	8.0	
Valparaiso	Porter	8.7	31.38	.25	.007	2.5	51.63	31.56	7,506	64.81	.52	.014	2,432	N. A.	8,705	46.21	.35	.010	996	3,415	1.0	
Vincennes	Knox	18.2	41.45	.53	.014	5.2	44.87	19.10	12,889	75.71	.89	.024	6,850	10,464	17,796	62.26	.71	.020	976	3,398	1.8	
Wabash	Wabash	9.7	36.29	.28	.007	2.8	52.80	19.09	6,124	55.70	.42	.011	1,622	N. A.	10,053	53.02	.40	.011	1,041	3,606	1.1	
Whiting	Lake	10.3	3.52	.30	.008	2.5	45.55	29.60	4,245	3.06	.29	.008	264	N. A.	7,455	3.21	.30	.008	723	3,005	1.6	
TOTAL ABOVE	CITIES	1,620.7		47.28	1.231	461.5			1017,923		70.21	1.878			1643,771		65.75	1.804	1,014	3,561	240.9	
STATE TOTAL		3,427.8			2.603	961.5	53.11		1449,995			2.680			2500,000			2.744	729	2,600	487.3	

For Indiana County figures, see page 160.

ILLINOIS—City Data

Alton	Madison	31.3	20.93	.40	.024	8.5	44.55	26.82	19,788	35.37	.54	.037	6,593	22,841	24,295	25.29	.37	.027	777	2,871	3.5	
Aurora	Kane	47.2	36.23	.60	.035	12.7	N. A.	N. A.	28,690	43.26	.79	.053	15,408	27,035	50,968	42.91	.78	.056	1,081	4,013	8.0	
Belleville	St. Clair	28.4	17.02	.36	.022	8.6	54.44	25.05	15,276	25.82	.42	.028	4,252	20,350	21,235	20.11	.33	.023	748	2,480	3.1	
Belvidere	Boone	8.1	53.24	.10	.006	2.5	57.68	22.49	5,210	84.43	.14	.010	772	N. A.	6,750	67.14	.10	.007	834	2,700	1.2	
Berwyn	Cook	48.5	1.19	.61	.037	13.9	N. A.	N. A.	14,908	.67	.41	.028	582	573	52,000	1.30	.80	.057	1,073	3,741	9.4	
Bloomington	McLean	32.9	44.46	.42	.025	9.7	N. A.	N. A.	25,271	74.42	.69	.047	12,524	11,457	31,901	49.96	.49	.035	971	3,289	5.3	
Blue Island	Cook	16.6	.41	.21	.013	4.3	N. A.	N. A.	8,797	.40	.24	.016	4,562	9,663	14,466	.36	.22	.016	869	3,364	2.2	
Cairo	Alexander	14.4	56.51	.18	.011	4.3	27.12	15.74	6,043	87.90	.17	.011	N. A.	4,126	10,140	83.06	.16	.011	704	2,356	1.3	
Canton	Fulton	11.6	25.94	.15	.009	3.5	53.67	21.84	6,805	51.73	.19	.012	2,552	N. A.	10,613	48.58	.16	.012	917	3,006	1.2	
Centralia	Clinton-Marion	16.3		.21	.012	4.8	47.49	26.82	12,802		.35	.024	8,182	4,722	14,163		.22	.016	867	2,940	1.6	
Champaign	Champaign	23.3	33.02	.30	.018	7.0	43.15	39.92	25,165	66.78	.69	.047	18,650	4,861	26,399	43.39	.41	.029	1,133	3,778	4.2	
Chicago	Cook	3,396.8	83.60	43.01	2.580	946.5	N. A.	N. A.	1934,852	87.46	53.00	3.576	5,011,200	3,702,150	3528,774	87.99	54.21	3.873	1,039	3,720	590.1	
Chicago Heights	Cook	22.5	.55	.28	.017	5.8	N. A.	N. A.	10,883	.49	.30	.020	5,244	47,523	19,889	.50	.31	.022	885	3,429	3.0	
Cicero	Cook	64.7	1.59	.82	.049	17.9	N. A.	N. A.	21,820	.99	.60	.040	10,246	154,330	50,978	1.27	.78	.056	798	2,848	10.3	
Danville	Vermilion	36.9	42.54	.47	.028	11.3	N. A.	N. A.	24,048	73.48	.66	.044	15,309	13,272	33,192	52.38	.51	.036	899	2,937	4.6	
Decatur	Macon	59.3	70.02	.75	.045	17.3	N. A.	N. A.	40,998	92.55	1.12	.076	31,687	59,283	53,873	73.83	.83	.059	908	3,114	8.7	
De Kalb	De Kalb	9.1	26.60	.11	.007	2.7	N. A.	N. A.	7,914	48.42	.22	.015	4,300	N. A.	8,069	29.32	.12	.009	882	2,989	1.1	
Dixon	Lee	10.7	30.84	.13	.008	3.2	52.87	31.86	8,480	70.78	.23	.016	3,961	7,608	10,519	46.21	.16	.012	986	3,316	1.6	
*East Moline	Rock Island	12.4	10.91	.16	.009	2.7	49.65	26.51	4,260	8.25	.12	.008	1,400	41,067	7,835	9.08	.12	.009	634	2,903	1.3	
East St. Louis	St. Clair	75.6	45.30	.96	.057	21.3	35.87	20.58	33,835	57.19	.93	.063	32,307	70,635	51,385	48.67	.79	.056	680	2,417	8.5	
Edwardsville	Madison	8.0	5.36	.10	.006	2.3	55.98	26.96	5,305	9.48	.14	.010	3,672	N. A.	7,076	7.37	.11	.008	884	3,012	1.0	
Elgin	Kane-Cook	38.3		.48	.029	10.0	N. A.	N. A.	22,297		.61	.041	11,307	28,821	37,976		.58	.042	991	3,798	6.0	
Elmhurst	Du Page	15.5	14.94	.20	.012	4.2	N. A.	N. A.	7,267	18.70	.20	.013	614	287	13,209	18.78	.20	.014	855	3,145	3.2	
Evanston	Cook	65.4	1.61	.83	.050	19.2	N. A.	N. A.	51,469	2.33	1.41	.095	8,320	11,418	79,860	1.99	1.23	.088	1,221	4,159	16.9	
Forest Park	Cook	14.8	.37	.19	.011	4.1	N. A.	N. A.	7,892	.36	.22	.014	4,681	3,754	16,617	.41	.26	.018	1,120	4,053	3.2	
Freeport	Stephenson	22.4	55.03	.28	.017	6.4	50.05	27.75	15,550	85.07	.43	.029	7,708	35,410	19,597	62.68	.30	.022	876	3,052	3.3	
Galesburg	Knox	28.9	55.27	.37	.022	8.8	52.06	26.27	18,380	80.18	.50	.034	18,749	13,463	26,227	64.01	.40	.029	908	2,986	4.5	
Granite City	Madison	23.0	15.38	.29	.017	6.3	40.01	20.14	9,772	17.47	.27	.018	2,233	43,805	17,023	17.72	.26	.019	741	2,687	2.9	
Harrisburg	Saline	11.5	30.09	.14	.009	3.4	50.34	16.95	6,799	62.77	.19	.013	3,047	1,077	6,742	35.44	.10	.007	589	1,988	.9	
Harvey	Cook	17.9	.44	.23	.014	4.8	N. A.	N. A.	6,353	.29	.17	.012	1,055	36,049	13,129	.33	.20	.014	734	2,735	3.0	
Herrin	Williamson	9.4	18.19	.12	.007	2.8	N. A.	N. A.	4,924	37.88	.13	.009	1,875	N. A.	6,878	28.36	.11	.008	735	2,456	.7	
Highland Park	Lake	14.5	11.95	.18	.011	3.7	N. A.	N. A.	8,545	14.41	.23	.016	2,122	463	13,782	13.94	.21	.015	952	3,725	3.0	
Jacksonville	Morgan	19.8	54.55	.25	.015	4.6	44.45	20.81	12,203	85.36	.33	.022	5,036	N. A.	12,715	55.61	.20	.014	641	2,737	2.0	
Joliet	Will	42.4	37.09	.54	.032	11.5	N. A.	N. A.	31,412	73.48	.86	.058	15,072	40,165	42,861	53.24	.66	.047	1,012	3,727	6.2	
Kankakee	Kankakee	22.2	36.53	.28	.017	6.3	47.00	29.83	19,074	76.81	.52	.035	12,137	11,446	18,834	48.39	.29	.021	847	2,990	6.3	
Kewanee	Henry	16.9	38.59	.21	.013	4.8	57.39	20.99	8,600	51.91	.23	.016	3,160	13,347	13,349	48.75	.20	.015	790	2,763	2.1	
La Grange	Cook	10.5	.26	.13	.008	2.8	N. A.	N. A.	9,111	.41	.25	.017	1,376	933	11,097	.28	.17	.012	1,059	3,963	2.2	
La Salle	La Salle	12.8	13.10	.16	.010	3.3	N. A.	N. A.	8,472	20.41	.23	.016	2,411	N. A.	9,294	13.43	.14	.010	725	2,816	1.7	
Lake Forest	Lake	6.9	5.69	.09	.005	1.7	N. A.	N. A.	4,758	8.02	.13	.009	N. A.	N. A.	4,637	4.69	.07	.005	673	2,728	1.4	
Lincoln	Logan	12.8	43.32	.16	.010	2.8	55.68	21.92	6,886	70.79	.19	.013	1,925	1,690	7,649	44.80	.12	.008	600	2,714	1.1	
Macomb	McDonough	8.8	32.53	.11	.007	2.7	54.45	22.73	6,240	63.50	.17	.012	2,618	N. A.	7,945	47.90	.12	.009	907	2,911	.8	
Marion	Williamson	9.3	17.99	.12	.007	2.9	N. A.	N. A.	4,870	37.46	.13	.009	2,429	N. A.	5,998	24.73	.09	.007	648	2,068	.7	
Mattoon	Coles	15.8	41.14	.20	.012	4.7	54.12	23.53	10,753	65.90	.29	.020	6,923	3,851	12,294	44.06	.19	.013	777	2,639	1.8	

*See end of tabulation for figures on Rock Island, Moline and East Moline combined.

Before using these figures, see explanation page 9.



"Can't get away with it—"

Since so many Chicago families switched to The Sun . . . the man of the house finds that he can't run through The Sun between the orange juice and his second cup of coffee . . . and he can't take it with him because the Mrs. wants it!

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CHICAGO SUN

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APRIL 10, 1942

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NATIONAL REPRESENTATIVES
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AW HECK! I DON'T UNDERSTAND IT.
ROCK ISLAND AND MOLINE HAVE GROWN 10%
IN POPULATION SINCE THE 1940 CENSUS. I KNOW
DARN WELL I DIDN'T DO IT.

The little bird is right. We're "all out" in this Watch-Us-Grow-While-You-Wait Market. The Rock Island Government Arsenal employs over 12,000 men in gun and tank production. The Harvester Tank Arsenal will soon be rolling out the first of more than \$80,000,000 in tanks with many of our local plants cooperating.

Is it any wonder then that our 103,526 metropolitan population (174,995 for the Tri-Cities—Rock Island-Moline, and Davenport, Iowa) has increased approximately 10% since the 1940 census?

CHEER UP, BIG BOY, YOU'VE DONE O.K. A LOT
OF MIGHTY FINE AMERICAN FAMILIES
HAVE BEEN RUSHING INTO THIS MARKET
TO HELP BUILD TANKS AND GUNS.



TELL YOUR STORY
GET YOUR SHARE

MOLINE
DISPATCH



ROCK ISLAND
ARGUS

ILLINOIS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940						RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE							
		Total (in thou- sands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thou- sands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thou- sands of \$1500 Pre- ferred families
Maywood.....	Cook.....	26.6	.66	.34	.020	7.2	N. A.	N. A.	8,516	.38	.23	.016	2,286	N. A.	28,484	.71	.44	.031	1,069	3,956	5.3
*Moline.....	Rock Island...	34.6	30.54	.44	.026	10.3	49.42	31.99	23,261	45.04	.64	.043	11,403	41,047	32,251	37.39	.50	.035	932	3,117	5.3
Monmouth.....	Warren.....	9.1	42.73	.11	.007	2.7	56.21	20.79	6,647	76.40	.18	.012	4,658	N. A.	8,200	55.90	.13	.009	901	2,985	1.0
Mt. Vernon.....	Jefferson.....	14.7	42.83	.19	.011	4.4	49.31	22.60	10,136	87.04	.28	.019	5,437	N. A.	8,592	45.02	.13	.009	584	1,933	1.4
Oak Park.....	Cook.....	66.0	1.62	.83	.050	19.1	N. A.	N. A.	45,438	2.05	1.24	.004	3,613	1,650	76,848	1.92	1.18	.004	1,164	4,023	13.8
Ottawa.....	La Salle.....	16.0	16.36	.20	.012	4.3	N. A.	N. A.	9,774	23.55	.27	.018	3,392	2,835	12,715	18.38	.19	.014	794	2,957	1.9
Paris.....	Edgar.....	9.3	37.99	.12	.007	2.9	57.66	20.39	6,701	80.17	.21	.012	4,077	N. A.	6,280	46.83	.10	.007	677	2,171	.9
Park Ridge.....	Cook.....	12.1	.30	.15	.009	2.9	N. A.	N. A.	5,494	.25	.15	.010	N. A.	75	10,605	.26	.16	.012	879	3,657	2.4
Pekin.....	Tazewell.....	19.4	33.25	.25	.015	5.6	N. A.	N. A.	8,659	51.75	.24	.016	3,269	N. A.	13,076	44.83	.20	.015	674	2,335	2.7
Peoria.....	Peoria.....	105.1	68.52	1.33	.080	30.2	N. A.	N. A.	78,100	91.33	2.14	.144	114,062	90,144	116,856	82.55	1.79	.128	1,112	3,869	15.5
Quincy.....	Adams.....	40.5	62.04	.51	.031	12.0	44.06	21.43	21,696	90.04	.59	.040	17,418	20,621	34,151	75.52	.52	.037	844	2,852	4.8
Rockford.....	Winnebago.....	84.8	69.85	1.07	.064	24.8	N. A.	N. A.	56,048	89.90	1.54	.104	38,405	105,342	81,748	78.55	1.26	.090	966	3,296	14.0
*Rock Island.....	Rock Island...	42.8	37.75	.54	.033	12.4	46.98	31.32	20,241	39.20	.55	.037	25,341	52,286	37,720	43.73	.58	.041	882	3,053	8.4
Springfield.....	Sangamon.....	75.5	64.03	.96	.057	21.6	N. A.	N. A.	52,420	90.08	1.44	.097	37,056	27,429	76,977	73.99	1.18	.084	1,020	3,564	11.9
Sterling.....	Whiteside.....	11.4	26.22	.14	.009	3.3	N. A.	N. A.	8,964	53.17	.25	.016	2,093	15,433	8,683	30.48	.13	.009	764	2,631	1.5
Streator.....	La Salle.....	14.9	15.27	.19	.011	4.1	N. A.	N. A.	9,276	22.35	.25	.017	10,546	13,617	11,239	16.24	.17	.012	753	2,741	1.9
Taylorville.....	Christian.....	8.3	21.56	.11	.006	2.5	50.12	22.61	6,450	47.80	.18	.012	1,034	N. A.	8,190	37.15	.13	.009	985	3,273	1.1
Urbana (See Champaign)...	Champaign...	14.1	19.93	.18	.011	4.4	47.23	40.28	6,653	17.65	.18	.012	2,508	1,030	14,158	23.27	.22	.016	1,007	3,241	2.0
Waukegan.....	Lake.....	34.2	28.28	.43	.026	9.5	N. A.	N. A.	24,125	40.68	.66	.044	8,183	38,446	31,354	31.72	.48	.034	916	3,300	9.2
West Frankfort...	Franklin.....	12.4	23.30	.16	.009	3.6	57.18	12.44	4,689	35.24	.13	.009	1,162	283	13,411	53.91	.21	.015	1,083	3,681	1.0
Wilmette.....	Cook.....	17.2	.42	.22	.013	4.2	N. A.	N. A.	8,057	.36	.22	.015	573	860	17,014	.42	.26	.019	988	4,051	3.0

*See end of tabulation for figures on Rock Island, Moline and East Moline combined.

Before using these figures, see explanation page 5.

FEATURED

ROCKFORD ... *City of Today & Tomorrow*

Four-starred hit of midwest sales markets is Rockford, for years America's second largest machine tool center, now humming hub of armament production and soldier training. When looking to your '42 schedules, consider Rockford's \$78,000,000 in '41 retail sales, its 32,000 defense workers and their families, its strategic position as center of a really rich industrial, military, farm and dairy area. Then blanket this beehive of activity with

STARRING

- ★ Defense Millions
- ★ Arms Production
- ★ Ordnance Plants
- ★ Camp Grant
- ★ Famous Farms

Rockford Register-Republic

ROCKFORD MORNING STAR

In better than 1 out of 2 homes in 13 counties of northern Illinois and southern Wisconsin

ILLINOIS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT, INC.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Winnetka	Cook	12.4	.31	.16	.010	2.9	N. A.	N. A.	6,490	.29	.18	.012	N. A.	N. A.	10,274	.26	.16	.011	827	3,543	2.8
Rock Island, Moline and E. Moline comb.	Rock Island	89.8	79.20	1.14	.068	25.4	N. A.	N. A.	48,762	92.49	1.31	.088	38,144	134,360	77,806	90.20	1.20	.085	866	3,063	13.0
TOTAL ABOVE	CITIES	5,095.6		64.52	3.870	1430.			2970,612		81.39	5.491			5091,058		78.20	5.587	999	3,561	854.4
STATE TOTAL		7,897.2			5.998	2189.	N. A.		3649,998			6.772			6510,000			7.144	824	2,974	1,321.8

For Illinois County figures, see page 164.

Before using these figures, see explanation page 9.

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MICHIGAN—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Fam- ily dollars	Thous- ands of \$1500 Pre- ferred families
Adrian	Lenawee	14.2	26.79	.27	.011	4.2	59.80	24.34	12,100	51.09	.45	.022	2,832	12,838	12,418	33.44	.27	.014	873	2,947	2.1
Alpena	Alpena	12.8	61.68	.24	.010	3.4	65.05	20.47	8,719	93.85	.32	.016	N. A.	N. A.	10,186	67.10	.22	.011	795	3,032	N. A.
Ann Arbor	Washtenaw	29.8	36.90	.57	.023	9.2	47.73	48.08	33,056	82.29	1.23	.061	6,681	16,365	39,963	47.42	.86	.044	1,340	4,347	3.7
Battle Creek	Calhoun	43.5	46.13	.83	.033	12.9	47.60	25.91	36,197	71.59	1.34	.067	19,047	98,679	49,425	55.24	1.06	.054	1,137	3,839	3.9
Bay City	Bay	48.0	63.96	.91	.036	12.8	64.52	23.46	32,202	88.86	1.19	.060	17,683	38,064	42,754	73.60	.92	.047	892	3,344	3.5
Benton Harbor	Berrien	16.7	18.70	.32	.013	4.7	45.44	23.64	16,024	34.19	.89	.030	6,522	13,274	14,381	19.81	.31	.016	863	3,037	2.6
Birmingham	Oakland	11.2	4.41	.21	.008	3.0	58.89	60.08	9,835	7.99	.36	.018	454	713	9,034	4.51	.19	.010	807	3,054	1.2
Cadillac	Wexford	9.9	54.82	.19	.007	2.7	80.68	17.85	6,946	83.50	.26	.013	3,811	N. A.	8,113	63.42	.17	.009	823	2,962	1.0
Coldwater	Branch	7.3	28.41	.14	.006	2.3	60.08	20.37	6,490	60.15	.24	.012	5,135	N. A.	7,036	39.45	.15	.008	958	3,117	.8
Dearborn	Wayne	83.6	3.15	1.21	.048	16.1	55.35	39.81	35,687	3.04	1.32	.066	15,650	N. A.	49,532	2.27	1.07	.054	779	3,084	11.0
Detroit	Wayne	1,623.5	80.54	30.89	1.233	425.5	39.23	35.88	986,940	83.94	36.55	1.824	1,735,060	2,450,120	1905,785	87.49	40.99	2.092	1,174	4,478	268.0
Escanaba	Delta	14.8	43.57	.28	.011	3.9	52.63	20.83	10,264	69.43	.38	.019	5,361	3,324	11,391	44.27	.24	.013	768	2,893	1.6
Ferndale	Oakland	22.5	8.88	.43	.017	5.9	65.89	34.35	10,877	8.84	.40	.020	6,903	N. A.	17,821	8.90	.38	.020	791	3,032	4.2
Flint	Genesee	151.5	66.48	2.88	.115	40.6	52.62	28.80	106,479	84.22	3.94	.197	93,470	N. A.	158,005	80.64	3.40	.173	1,043	3,895	26.6
Grand Rapids	Kent	164.3	66.89	3.13	.125	47.5	48.61	25.83	119,742	85.48	4.44	.221	103,210	134,648	181,852	78.01	39.1	.200	1,107	3,827	23.6
Hamtramck	Wayne	49.8	2.47	.95	.038	11.5	44.96	23.97	26,316	2.24	.98	.049	20,804	N. A.	37,817	1.74	.81	.042	759	3,275	5.6
Highland Park	Wayne	50.8	2.52	.97	.039	14.2	31.19	39.15	45,148	3.84	1.67	.083	7,073	N. A.	59,073	2.71	1.27	.065	1,163	4,154	12.1
Holland	Ottawa	14.6	24.50	.28	.011	4.1	63.94	25.12	11,960	43.68	.44	.022	3,624	18,797	11,429	26.83	.25	.013	782	2,783	2.0
Ionia	Ionia	6.4	17.90	.12	.005	1.9	51.91	18.13	5,479	44.43	.20	.010	917	N. A.	5,486	25.46	.12	.006	858	2,874	1.0
Iron Mountain	Dickinson	11.1	38.56	.21	.008	3.0	59.91	15.46	7,680	70.40	.28	.014	4,756	N. A.	7,692	43.52	.17	.008	694	2,544	1.1
Ironwood	Gogebic	13.4	42.04	.25	.010	3.5	55.11	17.95	9,064	64.71	.34	.017	3,578	824	11,282	51.49	.24	.012	844	3,210	1.2
Ishpeming	Marquette	9.5	20.13	.18	.007	2.6	53.36	16.71	6,023	28.91	.22	.011	3,173	N. A.	9,038	25.29	.19	.010	952	3,472	.8
Jackson	Jackson	49.7	53.33	.94	.036	14.4	48.32	27.48	41,476	84.95	1.54	.077	19,437	70,894	56,982	68.67	1.23	.063	1,147	3,951	9.2
Kalamazoo	Kalamazoo	54.1	54.05	1.03	.041	14.9	48.69	30.41	53,373	87.58	1.98	.099	28,029	87,035	57,248	60.79	1.23	.063	1,058	3,851	8.5
Lansing	Ingham	78.8	60.29	1.50	.060	22.5	50.81	32.95	69,089	84.36	2.56	.128	40,336	N. A.	82,922	64.31	1.78	.091	1,053	3,689	14.2
Manistee	Manistee	8.7	47.12	.17	.007	2.6	64.65	15.81	5,820	75.99	.22	.011	1,962	N. A.	7,692	63.43	.17	.008	885	2,969	1.2
Marquette	Marquette	15.9	33.79	.30	.012	3.9	53.41	28.17	9,876	47.40	.37	.018	5,922	3,733	12,726	35.62	.27	.014	799	3,272	1.9
Menominee	Menominee	10.2	41.11	.19	.008	2.8	60.52	19.67	3,842	62.25	.14	.007	4,311	9,408	5,601	54.62	.12	.006	548	2,007	1.0
Midland	Midland	10.3	38.12	.20	.008	2.7	61.16	32.98	8,897	81.60	.33	.016	1,217	N. A.	7,248	43.17	.16	.008	702	2,688	1.0
Monroe	Monroe	18.5	31.52	.35	.014	4.8	49.46	31.72	13,614	61.11	.50	.025	4,012	31,478	17,075	42.93	.37	.019	924	3,588	2.9
Mount Clemens	Macomb	14.4	13.37	.27	.011	3.9	52.03	28.50	13,356	31.64	.49	.025	4,372	N. A.	13,705	19.77	.29	.015	952	3,529	2.6
Mount Pleasant	Isabella	8.4	32.38	.16	.006	2.3	52.63	26.66	7,407	76.08	.27	.014	4,261	N. A.	3,458	23.00	.07	.004	411	1,503	.9
Muskegon	Muskegon	47.7	50.47	.91	.036	13.3	53.64	24.29	34,886	74.39	1.29	.065	14,766	60,250	39,280	53.84	.84	.043	824	2,960	6.6
Muskegon Hgts.	Muskegon	16.0	16.98	.31	.012	4.2	58.70	22.63	5,656	12.06	.21	.010	1,403	34,371	10,956	15.02	.24	.012	683	2,593	2.1
Niles	Berrien	11.3	12.71	.22	.009	3.3	58.03	24.55	8,537	18.21	.32	.016	2,317	15,125	10,443	14.39	.22	.011	922	3,193	1.8

Before using these figures, see explanation page 9.



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MICHIGAN—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Owosso.....	Shiawassee.....	14.4	35.00	.27	.011	4.0	58.94	20.63	12,154	84.84	.45	.023	4,883	6,533	10,151	34.43	.22	.011	704	2,528	2.1
Petoskey.....	Emmet.....	6.0	38.12	.11	.004	1.6	57.71	23.13	8,084	80.14	.30	.015	2,570	N. A.	3,808	24.09	.08	.004	633	2,311	.6
Pontiac.....	Oakland.....	66.6	26.22	1.27	.051	17.3	44.01	27.50	46,124	37.47	1.71	.085	22,805	N. A.	63,432	31.67	1.37	.070	952	3,677	12.2
Port Huron.....	St. Clair.....	32.8	42.98	.62	.025	9.1	53.44	25.64	26,852	69.37	.99	.050	7,452	20,904	33,922	52.04	.73	.037	1,036	3,712	4.4
River Rouge.....	Wayne.....	17.0	.84	.32	.013	4.2	44.37	27.28	11,049	.94	.41	.020	7,520	32,814	13,282	.61	.29	.015	781	3,158	2.8
Royal Oak.....	Oakland.....	25.1	9.87	.48	.019	6.6	61.71	37.31	21,254	17.26	.79	.039	3,224	N. A.	27,012	13.49	.58	.030	1,077	4,085	5.1
Saginaw.....	Saginaw.....	82.8	63.46	1.58	.063	22.4	57.08	27.19	53,251	81.57	1.97	.098	46,802	83,720	79,479	70.93	1.71	.087	960	3,550	11.6
St. Joseph.....	Berrien.....	9.0	10.06	.17	.007	2.6	51.07	26.54	6,409	13.67	.24	.012	3,011	N. A.	7,958	10.96	.17	.009	888	3,047	1.2
Sault Ste. Marie.....	Chippewa.....	15.8	56.99	.30	.012	3.8	53.11	23.28	10,961	85.71	.41	.020	5,083	12,832	11,964	55.84	.26	.013	755	3,139	1.6
Traverse City.....	Grand Traverse.....	14.5	61.80	.28	.011	3.5	62.88	21.47	12,750	93.50	.47	.024	3,047	4,652	8,417	38.99	.18	.007	582	2,435	1.2
Wyandotte.....	Wayne.....	30.6	1.52	.58	.023	7.6	55.56	30.42	16,362	1.39	.61	.030	3,036	43,847	25,471	1.22	.57	.029	865	3,461	4.6
Ypsilanti.....	Washtenaw.....	12.1	15.00	.23	.009	3.6	49.68	32.67	10,751	20.26	.40	.020	2,154	16,560	10,361	12.29	.22	.011	855	2,914	2.1
TOTAL ABOVE CITIES.....		3,059.9		58.22	2.324	817.4			2055,060		76.11	3.799			3281,076		70.56	3.601	1,072	4,014	481.0
STATE TOTAL.....		5,256.1			3.992	1396.	55.43		2699,996			4.991			4649,994			5.103	885	3,331	891.5

For Michigan County figures, see page 168.

WISCONSIN—City Data

Antigo.....	Langlade.....	9.5	40.68	.30	.007	2.5	57.27	21.35	7,105	82.42	.53	.013	2,921	N. A.	7,843	54.43	.35	.009	826	3,143	1.3
Appleton.....	Outagamie.....	26.4	40.60	.91	.022	7.8	58.95	33.38	19,233	61.92	1.45	.036	12,079	21,904	26,093	50.70	1.16	.029	918	3,351	4.2
Ashland.....	Ashland.....	11.1	50.92	.35	.008	2.9	59.23	19.92	6,582	75.74	.49	.012	5,062	2,600	9,230	66.68	.41	.010	831	3,149	1.3
Baraboo.....	Sauk.....	6.4	19.04	.20	.005	2.0	56.80	19.97	4,663	35.28	.35	.009	2,301	N. A.	5,678	27.38	.26	.006	916	2,981	1.0
Beaver Dam.....	Dodge.....	10.4	19.08	.33	.008	3.0	56.50	25.34	5,724	33.84	.43	.011	4,236	11,315	8,951	30.95	.40	.010	864	3,005	1.4
Beloit.....	Rock.....	25.4	31.64	.81	.019	7.4	49.70	27.05	16,029	40.80	1.21	.030	3,083	31,819	24,261	35.98	1.08	.027	956	3,286	4.1
Berlin.....	Green Lake- Waushara.....	4.2		.14	.003	1.3	65.27	17.64	2,796		.21	.005	N. A.	N. A.	3,670		.16	.004	864	2,903	.6
Burlington.....	Racine.....	4.4	4.69	.14	.003	1.3	N. A.	N. A.	4,543	10.54	.34	.008	N. A.	N. A.	3,597	4.82	.16	.004	815	2,767	.6
Chippewa Falls.....	Chippewa.....	10.4	25.47	.33	.008	2.8	54.98	21.15	6,335	46.21	.48	.012	1,181	3,681	8,291	37.95	.37	.009	800	2,926	1.4
Eau Claire.....	Eau Claire.....	30.7	65.42	.98	.023	8.5	49.75	27.54	19,932	88.76	1.50	.037	17,163	44,919	26,461	75.27	1.18	.029	861	3,108	5.6
Fond du Lac.....	Fond du Lac.....	27.2	43.64	.87	.021	7.5	53.19	27.96	16,855	62.29	1.27	.031	9,450	16,902	23,787	53.63	1.06	.026	874	3,169	3.9
Green Bay.....	Brown.....	46.2	55.63	1.47	.035	12.1	49.99	30.51	34,514	79.74	2.60	.064	56,518	36,587	42,974	61.92	1.92	.047	929	3,539	6.5
Janesville.....	Rock.....	23.0	28.68	.73	.017	6.5	52.53	30.03	14,625	37.23	1.10	.027	25,808	N. A.	22,367	33.17	1.00	.025	973	3,466	4.2
Kenosha.....	Kenosha.....	48.8	76.79	1.56	.037	13.0	44.05	28.78	24,027	86.70	1.81	.044	7,611	N. A.	44,947	90.45	2.01	.049	922	3,468	8.2
La Crosse.....	La Crosse.....	42.7	71.59	1.36	.032	11.8	48.65	27.05	25,011	85.92	1.88	.046	18,509	29,081	32,681	68.47	1.46	.036	765	2,772	5.5
Madison.....	Dane.....	67.4	51.62	2.15	.051	19.2	41.19	44.83	55,406	75.61	4.16	.102	43,415	49,197	72,067	61.48	3.22	.079	1,069	3,750	15.1
Manitowoc.....	Manitowoc.....	24.4	39.61	.78	.018	6.5	51.00	31.55	16,520	63.22	1.24	.031	10,137	38,346	20,306	43.62	.91	.022	832	3,056	3.5
Marinette.....	Marinette.....	14.2	39.15	.45	.011	3.8	57.85	19.04	7,817	62.54	.59	.014	3,201	7,332	9,526	47.64	.42	.010	672	2,509	1.4
Marshfield.....	Wood.....	10.4	23.30	.33	.008	2.6	53.05	23.37	7,144	39.29	.54	.013	4,304	7,196	8,825	30.66	.39	.010	852	3,385	1.2
Menomonie.....	Dunn.....	6.6	24.04	.21	.005	2.0	53.76	20.24	4,907	63.79	.37	.009	1,470	N. A.	6,292	48.27	.28	.007	956	3,197	1.0
Merrill.....	Lincoln.....	8.7	38.65	.28	.007	2.4	62.31	17.45	4,701	63.77	.35	.009	612	N. A.	6,477	54.51	.29	.007	744	2,684	1.2

Before using these figures, see explanation page 9.

WISCONSIN—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thou- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thou- sands of \$1500 Pre- ferred families
Milwaukee	Milwaukee	587.5	76.60	18.72	.446	164.3	32.20	33.26	375,022	92.35	28.20	.693	540,246	565,166	615,943	88.25	27.50	.676	1,048	3,748	92.3
Monroe	Green	6.2	26.71	.20	.005	1.9	58.32	25.07	5,722	54.32	.43	.011	5,252	N. A.	6,372	37.42	.28	.007	1,031	3,418	.9
Neenah	Winnebago	10.6	13.22	.34	.008	3.0	64.62	34.30	5,860	15.92	.44	.011	1,400	9,352	8,875	13.74	.40	.010	834	2,990	1.5
Oshkosh	Winnebago	39.1	48.55	1.25	.030	11.1	56.22	25.41	23,217	63.08	1.74	.043	9,506	28,349	39,114	60.54	1.75	.043	1,001	3,532	6.0
Portage	Columbia	7.0	21.58	.22	.005	2.0	56.99	25.38	4,778	35.62	.36	.009	1,797	N. A.	5,773	28.40	.26	.006	823	2,861	.9
Racine	Racine	67.2	71.41	2.14	.051	18.3	N. A.	N. A.	33,679	78.14	2.53	.062	16,833	66,547	66,665	89.40	2.98	.073	992	3,643	12.0
Rhineland	Oneida	8.5	44.89	.27	.006	2.3	54.86	24.49	6,466	67.39	.49	.012	2,809	N. A.	7,323	49.19	.33	.008	861	3,191	1.1
Rice Lake	Barron	5.7	16.68	.18	.004	1.6	50.44	18.01	4,597	38.88	.35	.008	1,922	N. A.	5,155	26.95	.23	.006	901	3,234	.8
Shawano	Shawano	5.6	15.73	.18	.004	1.5	50.90	21.57	4,123	44.19	.31	.008	855	N. A.	4,268	28.83	.19	.005	771	2,868	.7
Sheboygan	Sheboygan	40.6	53.32	1.30	.031	11.1	49.36	26.47	27,520	84.44	2.07	.051	14,878	38,561	36,668	65.07	1.64	.040	902	3,306	5.6
Stevens Point	Portage	15.8	44.07	.50	.012	3.9	54.97	25.56	8,812	77.24	.66	.016	6,619	5,708	11,033	56.04	.49	.012	699	2,844	1.8
Superior	Douglas	35.1	74.57	1.12	.027	9.6	45.13	20.74	18,530	91.40	1.39	.034	25,787	N. A.	31,184	87.97	1.39	.034	888	3,234	4.8
Two Rivers	Manitowoc	10.3	16.72	.33	.006	2.7	49.83	23.52	4,147	15.87	.31	.008	1,132	13,042	8,507	18.27	.38	.009	826	3,197	1.3
Watertown	Jefferson- Dodge	11.3		.36	.009	3.2	61.01	24.50	7,642		.57	.014	4,363	7,036	10,476		.47	.012	927	3,273	1.6
Waukesha	Waukesha	19.2	30.67	.61	.015	4.9	45.86	33.33	11,529	44.92	.87	.021	4,717	23,837	16,672	38.58	.74	.018	866	3,389	3.5
Wausau	Marathon	27.3	35.92	.87	.021	7.2	56.95	28.03	18,024	68.99	1.35	.033	14,528	20,167	24,282	56.06	1.08	.027	890	3,356	3.2
Wauwatosa	Milwaukee	27.8	3.62	.89	.021	7.2	62.71	55.51	7,889	1.94	.59	.014	2,488	2,543	25,462	3.65	1.14	.028	917	3,531	4.7
West Allis	Milwaukee	36.4	4.74	1.16	.028	9.6	47.16	33.52	15,000	3.69	1.13	.028	6,150	77,856	31,164	4.47	1.39	.034	857	3,256	6.6
Wisconsin Rapids	Wood	11.4	25.67	.36	.009	3.1	56.76	25.22	8,056	44.30	.61	.015	2,143	N. A.	9,546	33.17	.43	.010	836	3,080	3.5
TOTAL ABOVE	CITIES	1,433.1		45.68	1.088	395.4			895,082		67.30	1.654			1379,046		61.56	1.513	962	3,488	226.0
STATE TOTAL		3,137.6			2.383	827.2	54.43		1320,997			2.458			2239,993			2.458	714	2,708	472.9

For Wisconsin County figures, see page 172.

Before using these figures, see explanation page 9.

The National Federation of Sales Executives will meet June 4, 5 and 6 in New York. Non-members who wish to attend may obtain information from Kenneth Miller, Managing Director, National Federation of Sales Executives.

The Roosevelt Hotel
New York City

TRADING AREAS of EAST SOUTH CENTRAL STATES






PICTOGRAPH BY
Sales Management

- Largest Trading Areas
- Other Important Trading Centers

East South Central States—County Data

KENTUCKY—County Data




The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Families Est'd (in thous- ands)	White Families Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Families	National Buy- ing Power, %	Buy- ing Power Index
Adair.....138	18.6	.014	47	4.4	4.1	3.33	64.07	1,830	.003	125	89	2	2,330	.003	535	553	N. A.	.003	21	
Allen.....138	15.5	.012	43	4.0	3.9	2.71	53.61	2,483	.005	115	116	1	3,154	.003	796	808	1.3	.004	33	
Anderson.....138	8.9	.007	43	2.4	2.3	1.48	59.61	1,900	.004	153	106	12	2,782	.003	1,157	1,197	N. A.	.004	57	
Ballard.....136	9.5	.007	37	2.6	2.4	1.39	55.53	1,293	.002	118	117	5	1,815	.002	689	720	N. A.	.002	29	
Barren.....138	27.6	.021	57	7.0	6.3	4.26	52.59	6,927	.013	374	108	7	8,863	.010	1,274	1,347	2.4	.011	52	
Bath.....137	11.5	.009	40	2.8	2.6	1.69	52.29	1,279	.002	48	141	5	1,844	.002	660	687	N. A.	.002	22	
Bell.....140	43.8	.033	118	9.2	8.8	1.39	36.37	9,920	.018	406	127	10	12,540	.014	1,359	1,395	N. A.	.015	45	
Boone.....50	10.8	.008	43	3.0	2.9	1.44	56.49	1,610	.003	177	124	17	2,351	.003	788	800	1.2	.003	38	
Bourbon.....137	17.9	.014	60	4.9	3.8	1.34	45.64	4,680	.009	253	102	26	5,670	.006	1,204	1,378	2.0	.007	50	
Boyd.....53	45.9	.035	289	11.0	10.7	.84	44.70	17,059	.031	1,078	121	44	24,584	.027	2,244	2,271	6.1	.028	80	
Boyle.....138	17.1	.013	94	4.5	3.7	1.31	47.70	7,012	.013	487	119	32	8,808	.010	1,936	2,154	2.0	.011	85	
Bracken.....50	9.4	.007	46	2.5	2.5	1.37	55.92	1,813	.003	98	99	9	2,596	.003	1,018	1,031	.9	.003	43	
Breathitt.....137	23.9	.018	49	4.6	4.6	3.66	47.12	1,280	.002	38	86	1	1,850	.002	399	400	N. A.	.002	11	
Breckinridge.....138	17.7	.013	32	4.5	4.3	2.81	57.39	2,067	.004	142	108	4	3,030	.003	672	689	N. A.	.003	23	
Bullitt.....138	9.5	.007	32	2.4	2.4	1.18	55.72	1,293	.002	182	114	8	1,624	.002	663	676	.9	.002	29	
Butler.....138	14.4	.011	32	3.4	3.3	2.09	58.15	975	.002	41	75	1	1,466	.002	432	437	N. A.	.002	18	
Caldwell.....138	14.5	.011	41	4.0	3.6	1.57	51.67	3,060	.006	193	112	11	4,006	.004	1,000	1,065	1.9	.006	55	
Calloway.....136	19.0	.014	47	5.2	4.9	3.04	56.50	3,961	.007	257	133	10	5,393	.006	1,037	1,067	2.1	.006	43	
Campbell.....50	71.9	.055	476	20.0	19.7	1.29	48.76	26,404	.049	1,863	135	66	38,913	.043	1,943	1,982	11.7	.046	84	
Carlisle.....136	7.7	.006	39	2.1	2.0	1.14	55.38	1,048	.002	58	129	2	1,437	.002	697	709	N. A.	.002	33	
Carroll.....138	8.7	.007	66	2.4	2.3	.95	45.31	2,841	.005	134	133	16	3,823	.004	1,601	1,632	1.0	.004	57	
Carter.....53	25.5	.019	64	5.3	5.3	2.86	53.75	2,923	.005	221	199	2	4,024	.004	762	762	N. A.	.005	26	
Casey.....138	20.0	.015	46	4.3	4.3	3.39	62.47	1,246	.002	112	160	1	1,618	.002	380	381	N. A.	.002	13	
Christian.....138	36.1	.027	50	9.2	6.2	3.03	43.89	9,337	.017	380	109	16	11,744	.013	1,277	1,566	4.0	.014	82	
Clark.....137	18.0	.014	70	5.0	4.1	1.61	47.13	5,849	.011	284	114	28	7,856	.009	1,579	1,744	1.6	.010	71	
Clay.....137	23.9	.018	50	4.5	4.4	3.57	51.45	1,492	.003	75	129	1	1,898	.002	419	424	N. A.	.002	11	
Clinton.....137	10.3	.008	50	2.3	2.3	1.57	63.88	958	.002	28	156	1,286	.001	562	564	N. A.	.001	13	
Crittenden.....138	12.1	.009	33	3.2	3.1	1.64	59.73	1,978	.004	156	116	5	2,565	.003	801	811	N. A.	.004	44	
Cumberland.....138	11.9	.009	38	2.6	2.5	1.96	54.42	1,160	.002	86	102	2	1,416	.002	540	559	N. A.	.002	22	
Daviess (Owensboro).....138	52.3	.040	112	13.6	12.5	3.29	41.32	18,778	.035	989	112	23	23,525	.026	1,735	1,816	6.0	.029	73	
Edmonson.....138	11.3	.009	37	2.6	2.5	1.82	59.01	907	.002	68	124	2	1,338	.001	523	527	N. A.	.002	22	
Elliott.....53	8.7	.007	36	1.7	1.7	1.49	59.74	581	.001	29	242	1,010	.001	580	580	N. A.	.001	14	
Estill.....137	18.0	.014	69	3.9	3.8	1.94	52.66	2,515	.005	105	95	11	3,436	.004	892	895	1.6	.004	29	
Fayette (Lexington).....137	78.9	.060	282	21.0	16.2	1.20	37.03	47,914	.089	2,399	117	63	66,796	.073	3,174	3,651	12.9	.078	130	
Fleming.....50	13.3	.010	38	3.6	3.4	2.43	58.71	2,276	.004	125	119	6	3,176	.003	887	911	N. A.	.003	30	
Floyd.....53	53.0	.040	132	10.5	10.2	4.03	39.15	7,971	.015	446	102	6	10,031	.011	959	972	N. A.	.012	30	
Franklin.....138	23.3	.018	111	6.0	5.4	1.36	42.85	9,577	.018	596	130	54	12,648	.014	2,094	2,222	2.9	.016	89	
Fulton.....143	15.4	.012	75	4.1	3.3	1.02	40.69	5,327	.010	249	131	20	6,805	.007	1,668	1,858	1.3	.008	67	
Gallatin.....50	4.3	.003	43	1.2	1.2	.73	49.58	837	.002	50	106	7	1,067	.001	898	913	N. A.	.001	33	
Garrard.....137	11.9	.009	51	2.9	2.6	1.92	56.12	2,180	.004	153	161	7	3,056	.003	1,048	1,127	1.1	.004	44	
Grant.....50	10.0	.008	40	2.7	2.7	1.54	58.45	2,388	.004	185	147	10	3,127	.004	1,141	1,151	1.0	.004	50	
Graves.....136	31.8	.024	57	8.7	8.2	4.25	52.21	7,819	.014	400	99	11	10,102	.011	1,155	1,199	3.4	.012	50	
Grayson.....138	17.6	.013	34	4.4	4.3	2.92	63.51	2,257	.004	151	162	3	2,853	.003	654	657	N. A.	.004	31	
Green.....138	12.3	.009	44	3.1	2.9	2.60	55.48	1,255	.002	71	116	2	1,807	.002	587	608	1.1	.002	22	
Greenup.....50	24.9	.019	71	5.5	5.4	2.09	55.06	2,719	.005	240	120	16	3,947	.004	723	727	3.0	.005	26	
Hancock.....138	6.8	.005	36	1.8	1.7	1.09	62.13	915	.002	48	117	4	1,414	.002	794	810	N. A.	.002	40	
Hardin.....138	29.1	.022	47	6.1	5.8	2.84	56.28	7,565	.014	1,179	238	11	9,451	.010	1,552	1,595	N. A.	.013	59	
Harlan.....140	75.3	.057	161	15.8	14.0	1.64	21.09	19,064	.035	1,001	118	15	24,430	.027	1,542	1,648	N. A.	.030	53	
Harrison.....50	15.1	.011	49	4.2	4.0	2.57	51.24	5,144	.009	201	101	17	6,426	.007	1,514	1,575	1.8	.008	73	
Hart.....138	17.2	.013	41	4.3	4.0	2.98	57.06	2,257	.004	159	122	3	3,116	.003	721	757	1.3	.004	31	
Henderson.....135	27.0	.021	61	7.4	6.2	1.98	43.15	7,561	.014	415	99	18	10,045	.011	1,355	1,494	3.0	.012	57	
Henry.....138	12.2	.009	42	3.3	3.0	1.50	52.21	2,442	.005	210	130	9	3,518	.004	1,057	1,113	1.1	.005	56	
Hickman.....136	9.1	.007	37	2.4	2.2	1.39	51.39	1,370	.003	90	173	3	1,873	.002	767	818	N. A.	.002	29	
Hopkins.....138	37.8	.029	69	10.3	8.9	2.34	45.73	10,123	.019	622	125	11	12,834	.014	1,243	1,345	3.4	.016	55	
Jackson.....137	16.3	.012	49	3.2	3.2	2.53	70.58	1,064	.002	37	119	1,289	.001	397	397	N. A.	.001	8	
Jefferson (Louisville).....138	385.4	.293	1,028	106.2	90.6	3.17	39.98	194,780	.360	14,848	144	65	337,056	.370	3,175	3,461	51.5	.365	125	
Jessamine.....137	12.2	.009	69	3.3	2.8	1.15	48.59	3,067	.006	212	141	17	3,814	.004	1,173	1,280	1.0	.005	56	
Johnson.....53	25.8	.020	98	5.5	5.5	2.64	51.80	4,636	.008	203	92	7	5,730	.006	1,037	1,037	N. A.	.007	35	

Before using these figures, see explanation page 9.

KENTUCKY—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thou- sands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thou- sands)	White Families Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occupied Homes	Dollars (in thou- sands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thou- sands)	% of U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thou- sands of \$1,500 Pre- ferred Families	National Buy- ing Power, %	Buy- ing Power Index
Kenton (Covington).....	50	93.1	.071	561	26.2	25.0	1.33	45.87	.066	2,228	130	68	58,162	.084	2,219	2,278	15.6	.064	90
Knott.....	137	20.0	.015	56	3.8	3.7	2.84	49.39	.002	70	119	1	1,240	.001	330	332	N. A.	.002	13
Knox.....	137	31.0	.024	83	6.5	6.4	3.43	54.03	.005	134	111	3	3,807	.004	586	593	N. A.	.004	17
Larue.....	138	9.6	.007	37	2.5	2.4	1.33	62.38	.003	145	100	6	2,057	.002	832	855	.9	.003	43
Laurel.....	137	25.6	.019	57	5.5	5.4	3.63	64.18	.006	172	137	4	3,827	.004	701	706	N. A.	.005	28
Lawrence.....	53	17.3	.013	41	3.7	3.7	2.51	58.63	.003	128	180	4	2,035	.004	543	545	N. A.	.004	31
Lee.....	137	10.9	.008	52	2.3	2.3	1.40	55.75	.002	49	111	3	1,556	.002	682	687	N. A.	.002	25
Leslie.....	137	15.0	.011	36	2.7	2.7	2.33	56.85	.001	23	85	2	958	.001	349	350	N. A.	.001	9
Letcher.....	137	40.6	.031	120	8.1	7.6	2.67	32.36	.012	286	99	7	8,006	.009	988	1,025	2.7	.010	32
Lewis.....	50	15.7	.012	32	3.7	3.7	2.29	55.14	.002	119	125	3	1,820	.002	492	493	N. A.	.002	17
Lincoln.....	138	19.9	.015	58	4.6	4.2	2.80	60.75	.005	177	116	5	3,433	.004	744	784	N. A.	.004	27
Livingston.....	136	9.1	.007	29	2.4	2.3	1.26	56.36	.002	55	104	2	1,390	.002	579	588	N. A.	.002	29
Logan.....	138	23.3	.018	42	6.1	5.2	3.04	49.92	.008	287	115	7	5,464	.006	897	980	2.2	.007	39
Lyon.....	138	9.1	.007	35	1.9	1.8	.91	51.34	.002	105	94	4	1,429	.002	736	769	N. A.	.002	29
McCracken (Paducah).....	136	48.5	.037	193	13.5	11.3	1.94	42.13	.039	1,152	105	33	30,211	.033	2,244	2,467	5.2	.035	95
McCreary.....	137	16.5	.012	39	3.3	3.3	1.67	52.21	.004	104	120	5	3,183	.003	965	966	N. A.	.003	25
McLean.....	138	11.4	.009	45	3.0	2.9	1.40	55.59	.003	88	94	4	2,129	.002	713	721	N. A.	.002	22
Madison.....	137	28.5	.022	64	7.2	6.2	3.64	49.91	.014	436	123	17	9,791	.011	1,365	1,478	2.9	.012	55
Magoffin.....	137	17.5	.013	58	3.4	3.4	2.67	56.18	.002	53	95	1	1,223	.001	355	356	N. A.	.001	8
Marion.....	138	16.9	.013	49	3.8	3.4	2.12	54.13	.006	273	121	8	3,859	.004	1,017	1,077	N. A.	.005	38
Marshall.....	138	16.6	.013	49	4.4	4.3	2.18	55.49	.004	423	121	11	2,764	.003	631	634	N. A.	.004	31
Martin.....	53	11.0	.008	48	2.1	2.1	1.39	56.57	.001	51	176	1	845	.001	411	411	N. A.	.001	13
Mason.....	50	19.1	.014	80	5.1	4.6	1.53	42.70	.013	368	117	23	9,054	.010	1,777	1,889	2.8	.011	79
Meade.....	138	8.8	.007	29	2.2	2.1	1.30	60.23	.002	158	251	4	1,540	.002	705	721	N. A.	.002	29
Menifee.....	137	5.7	.004	27	1.2	1.2	.95	62.49	.001	22	220	1	529	.001	433	434	N. A.	.001	25
Mercer.....	138	14.6	.011	57	3.9	3.6	1.93	55.62	.007	224	108	12	4,695	.005	1,194	1,261	1.5	.006	55
Metcalfe.....	138	10.9	.008	37	2.7	2.6	2.20	55.76	.001	39	105	1	856	.001	319	327	N. A.	.001	13
Monroe.....	138	14.1	.011	42	3.3	3.2	2.32	54.60	.003	51	82	1	1,814	.002	557	567	N. A.	.002	18
Montgomery.....	137	12.3	.009	60	3.2	2.7	1.10	48.63	.007	174	114	20	4,585	.005	1,431	1,569	1.1	.006	67
Morgan.....	53	16.8	.013	46	3.6	3.6	3.01	59.94	.002	77	140	1	1,613	.002	453	454	N. A.	.002	16
Muhlenberg.....	138	37.6	.029	78	9.1	8.5	2.87	45.07	.013	336	107	6	8,567	.009	938	976	N. A.	.010	34
Nelson.....	138	18.0	.014	41	4.2	3.6	1.97	54.57	.006	350	124	11	4,263	.005	1,019	1,080	N. A.	.006	43
Nicholas.....	137	8.6	.007	42	2.4	2.2	1.49	51.90	.003	58	75	8	2,285	.003	955	980	N. A.	.003	43
Ohio.....	138	24.4	.019	41	6.3	6.1	3.43	60.11	.005	124	104	3	3,515	.004	557	566	N. A.	.004	21
Oldham.....	138	10.7	.008	58	2.1	1.9	.80	50.43	.003	243	125	13	2,140	.002	1,021	1,075	.9	.003	36
Owen.....	50	10.9	.008	31	3.0	2.9	1.99	52.74	.003	84	118	4	2,769	.003	924	947	N. A.	.003	36
Owsley.....	137	9.0	.007	46	1.9	1.9	1.71	62.61	.001	29	483	790	.001	420	421	N. A.	.001	14
Pandeton.....	50	10.4	.008	37	2.8	2.8	1.74	60.38	.004	77	101	6	3,032	.003	1,077	1,085	1.2	.003	38
Perry.....	137	47.8	.036	139	9.4	9.0	3.27	37.44	.019	376	100	8	13,199	.014	1,398	1,439	N. A.	.015	42
Pike.....	53	71.1	.054	91	14.0	13.7	6.63	44.45	.020	531	105	8	13,658	.015	976	987	N. A.	.017	31
Powell.....	137	7.7	.006	44	1.6	1.6	.95	55.04	.001	24	200	2	856	.001	520	529	N. A.	.001	17
Pulaski.....	137	39.9	.030	59	9.1	8.6	5.19	61.74	.011	421	296	7	7,439	.008	822	833	3.0	.009	30
Robertson.....	50	3.4	.003	34	.9	.9	.74	52.22	.001	17	113	1	807	.001	851	857	N. A.	.001	33
Rockcastle.....	137	17.2	.013	55	3.7	3.7	2.37	60.20	.003	48	145	1	1,912	.002	515	516	N. A.	.002	15
Rowan.....	53	12.7	.010	44	2.7	2.7	1.35	59.98	.004	123	105	10	2,869	.003	1,051	1,051	N. A.	.004	40
Russell.....	137	13.6	.010	48	3.0	2.9	2.19	64.64	.002	60	126	1,371	.002	459	463	N. A.	.002	20
Scott.....	137	14.3	.011	50	3.9	3.3	1.62	48.17	.007	234	109	21	5,224	.006	1,325	1,459	1.5	.006	55
Shelby.....	138	17.8	.013	46	4.6	4.0	2.09	45.83	.009	366	111	15	6,611	.007	1,386	1,519	1.6	.008	62
Simpson.....	138	11.8	.009	49	3.1	2.7	1.48	44.51	.005	99	97	7	3,742	.004	1,198	1,302	1.1	.004	44
Spencer.....	138	6.8	.005	35	1.6	1.5	1.12	47.73	.002	108	108	3	1,446	.002	877	913	N. A.	.002	40
Taylor.....	138	13.6	.010	46	3.4	3.1	1.83	61.11	.005	206	113	6	3,666	.004	1,084	1,140	1.1	.005	50
Todd.....	138	14.2	.011	36	3.7	2.8	1.77	46.03	.004	112	124	6	3,025	.003	814	942	N. A.	.003	27
Trigg.....	138	12.8	.010	27	3.1	2.6	1.61	48.58	.003	107	126	3	2,104	.002	672	738	N. A.	.003	30
Trimble.....	138	5.6	.004	38	1.4	1.4	1.08	55.93	.001	45	129	3	857	.001	594	596	N. A.	.001	25
Union.....	135	17.4	.013	51	4.4	3.8	1.22	48.47	.007	271	122	10	4,963	.005	1,131	1,222	N. A.	.006	46
Warren.....	138	36.6	.027	67	9.8	8.5	3.61	47.99	.021	735	142	23	14,256	.016	1,455	1,573	4.6	.018	67
Washington.....	138	13.0	.010	42	3.1	2.8	2.14	59.46	.004	152	114	7	2,983	.003	978	1,033	1.3	.003	30
Wayne.....	137	17.2	.013	36	3.7	3.6	2.44	62.53	.003	87	110	2	2,402	.003	643	655	N. A.	.003	23
Webster.....	135	19.2	.015	57	5.4	4.6	1.65	50.04	.007	191	112	5	4,902	.005	912	997	N. A.	.006	40
Whitley.....	140	33.2	.025	72	7.3	7.2	2.80	52.10	.012	306	106	13	6,377	.009	1,149	1,157	N. A.	.010	40
Wolfe.....	137	10.0	.008	44	2.1	2.1	1.64	53.05	.001	27	117	1	998	.001	483	483	N. A.	.001	13
Woodford.....	137	11.8	.009	61	3.0	2.4	.82	46.05	.005	156	91	24	3,891	.004	1,310	1,475	N. A.	.004	44
STATE TOTAL.....		2,845.6	2.161	71	690.5	638.2	252.89	48.01		729,999	1,349	46,937	1,060,000	1.163	1,517	1,595	187.9	1.234	57

For Kentucky City figures, see page 196.

Before using these figures, see explanation page 9.

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Check It Against These High Standards of Excellence:

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AVERAGE JANUARY, 1942

Net Paid Circulation

Sunday Courier-Journal	207,900
Daily Courier-Journal (Morning)	129,600
Louisville Times (Afternoon)	139,700




The Courier-Journal

LOUISVILLE

REPRESENTED BY THE BRANHAM COMPANY

TENNESSEE—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre-ferred Families	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Anderson.....	140	26.5	.020	78	6.0	5.9	2.00	51.16	3,862	.007	422	149	17	5,485	.006	918	929	N. A.	.007	35
Bedford.....	141	23.2	.018	48	6.2	5.2	2.96	44.75	5,078	.009	588	138	9	7,631	.008	1,231	1,352	N. A.	.009	50
Benton.....	141	12.0	.009	28	3.0	2.9	1.63	54.85	1,535	.003	138	182	3	1,842	.002	614	621	N. A.	.003	33
Bledsoe.....	142	8.4	.006	21	1.7	1.7	1.01	58.54	758	.001	81	165	3	883	.001	506	517	N. A.	.001	17
Blount.....	140	41.1	.031	70	9.5	9.0	3.01	49.65	7,849	.015	1,000	152	24	10,080	.011	1,057	1,090	N. A.	.014	45
Bradley.....	142	28.5	.022	84	6.9	6.4	1.73	45.77	6,118	.011	620	166	14	7,909	.009	1,151	1,201	N. A.	.010	45
Campbell.....	140	31.1	.024	70	6.7	6.6	2.03	50.98	5,387	.010	392	132	7	6,992	.008	1,042	1,053	N. A.	.009	38
Cannon.....	141	9.9	.008	37	2.4	2.3	2.10	54.57	761	.001	58	187	2	1,386	.001	584	593	N. A.	.001	13
Carroll.....	143	26.0	.020	44	6.7	5.8	3.64	49.84	3,816	.007	403	154	6	5,265	.006	784	853	N. A.	.007	35
Carter.....	139	35.1	.027	99	7.8	7.6	2.76	69.76	6,391	.012	794	144	17	8,217	.009	1,059	1,068	N. A.	.011	41
Cheatham.....	141	9.9	.007	33	2.3	2.1	1.45	53.23	1,149	.002	131	156	5	1,659	.002	710	748	N. A.	.002	29
Chester.....	143	11.1	.008	39	2.8	2.3	1.54	43.34	1,268	.002	118	126	5	1,892	.002	716	782	N. A.	.002	25
Claiborne.....	140	24.7	.019	55	5.3	5.2	3.08	56.24	2,064	.004	230	148	5	2,965	.003	555	562	N. A.	.004	21
Clay.....	141	10.9	.008	41	2.3	2.3	1.75	53.22	615	.001	28	85	932	.001	403	409	N. A.	.001	13
Cocke.....	140	24.1	.018	56	5.3	5.1	3.12	52.33	2,739	.005	181	133	5	4,002	.004	757	770	N. A.	.004	22
Coffee.....	141	19.0	.014	44	4.8	4.3	2.37	52.27	3,334	.006	699	270	10	4,281	.005	927	961	N. A.	.007	50
Crockett.....	143	17.3	.013	64	4.4	3.5	2.75	37.18	2,131	.004	137	132	5	3,123	.003	706	795	N. A.	.003	23
Cumberland.....	141	15.6	.012	23	3.5	3.5	2.06	61.69	1,879	.003	187	156	4	2,401	.003	696	696	N. A.	.003	25
Davidson (Nashville).....	141	257.3	.195	484	66.9	51.4	3.06	37.88	112,263	.208	8,481	116	58	186,641	.205	2,789	3,208	25.1	.206	106
Decatur.....	143	10.3	.008	30	2.4	2.3	1.38	51.96	1,035	.002	121	168	2	1,598	.002	654	677	N. A.	.002	25
De Kalb.....	141	14.6	.011	46	3.6	3.4	2.76	55.19	1,458	.003	110	115	2	1,896	.002	533	544	N. A.	.002	18
Dickson.....	141	19.7	.015	41	4.8	4.4	2.54	56.12	3,400	.006	310	163	7	4,356	.005	902	949	N. A.	.006	40
Dyer.....	143	34.9	.027	66	9.0	7.6	3.22	30.79	8,951	.017	670	154	11	11,787	.013	1,307	1,437	3.3	.015	56
Fayette.....	143	30.3	.023	43	6.8	2.1	5.67	18.79	2,489	.005	196	123	3	3,638	.004	534	582	N. A.	.004	17
Fentress.....	141	14.3	.011	29	2.9	2.9	1.74	54.71	1,500	.003	95	148	3	1,898	.002	657	657	N. A.	.002	18
Franklin.....	142	23.9	.018	43	5.5	4.9	2.50	53.22	3,732	.007	423	167	11	5,194	.006	944	1,003	N. A.	.007	39
Gibson.....	143	44.8	.034	74	11.9	9.5	6.23	42.31	7,554	.014	719	211	7	10,037	.011	847	954	3.7	.013	36
Giles.....	141	29.2	.022	47	7.2	5.6	4.41	42.86	4,901	.009	427	137	6	6,406	.007	891	1,020	N. A.	.008	36
Grainger.....	140	14.4	.011	46	3.2	3.2	2.45	61.52	1,059	.002	129	179	1	1,439	.001	445	449	N. A.	.002	18
Greene.....	140	39.4	.030	64	9.1	8.8	5.60	58.04	6,590	.012	489	130	8	8,392	.009	926	943	3.0	.010	33
Grundy.....	142	11.6	.009	32	2.6	2.6	.82	57.54	982	.002	94	118	6	1,500	.002	583	584	N. A.	.002	22
Hamblen.....	140	18.6	.014	107	4.6	4.2	1.85	55.63	4,881	.009	847	194	13	6,293	.007	1,383	1,451	1.6	.009	64
Hamilton (Chattanooga).....	142	180.5	.137	313	45.9	35.7	2.39	38.68	74,411	.138	4,821	126	46	117,961	.129	2,568	2,937	17.7	.131	96
Hancock.....	140	11.2	.009	49	2.3	2.3	1.77	62.19	507	.001	41	228	1	743	.001	317	320	N. A.	.001	11
Hardeman.....	143	23.6	.018	36	5.0	3.3	2.96	34.89	2,753	.005	225	150	4	3,447	.004	685	850	N. A.	.005	28
Hardin.....	143	17.8	.013	30	4.1	3.8	2.22	43.71	1,680	.003	197	142	5	2,450	.003	595	625	N. A.	.003	23
Hawkins.....	140	28.5	.022	58	6.4	6.2	3.94	60.95	3,034	.006	343	135	8	4,369	.005	682	697	N. A.	.006	27
Haywood.....	143	27.7	.021	53	6.5	2.6	4.87	23.59	3,691	.007	212	137	6	5,492	.008	840	1,267	N. A.	.006	29
Henderson.....	143	19.2	.015	37	4.6	4.2	2.69	47.06	2,396	.004	261	198	4	3,556	.004	771	812	N. A.	.004	27
Henry.....	143	25.9	.020	43	6.9	5.8	3.55	49.72	5,158	.009	358	108	13	6,695	.007	971	1,069	2.5	.008	40
Hickman.....	141	14.9	.011	24	3.4	3.2	1.94	34.56	1,287	.002	100	145	3	1,699	.002	501	521	N. A.	.002	18
Houston.....	141	6.4	.005	31	1.5	1.4	.70	59.19	614	.001	42	221	2	831	.001	550	574	N. A.	.001	20
Humphreys.....	141	12.4	.009	22	3.0	2.8	1.41	38.81	1,571	.003	237	153	5	2,256	.002	763	791	N. A.	.003	33
Jackson.....	141	15.1	.011	46	3.3	3.3	2.56	47.34	1,238	.002	74	112	2	1,597	.002	478	481	N. A.	.002	18
Jefferson.....	140	18.6	.014	59	4.3	4.0	2.12	57.86	2,118	.004	481	217	7	2,561	.003	601	621	N. A.	.004	29
Johnson.....	139	13.0	.010	44	2.8	2.8	1.74	69.77	880	.002	83	132	3	1,464	.002	518	524	N. A.	.002	20
Knox (Knoxville).....	140	178.5	.136	345	44.0	39.4	5.03	44.19	69,756	.129	4,760	131	45	102,064	.112	2,320	2,465	18.7	.119	88
Lake.....	143	11.2	.009	69	3.0	2.0	.41	13.26	2,066	.004	189	167	9	2,907	.003	954	1,177	1.0	.004	44
Lauderdale.....	143	24.5	.019	50	6.0	3.8	3.44	28.82	4,603	.009	273	134	7	6,031	.007	1,012	1,270	1.9	.008	42
Lawrence.....	141	28.7	.022	45	6.5	6.4	3.65	45.60	4,665	.009	269	118	3	6,092	.007	932	947	2.1	.008	36
Lewis.....	141	5.9	.004	21	1.3	1.3	.63	46.53	863	.002	123	132	3	1,260	.001	960	987	N. A.	.002	50
Lincoln.....	141	27.2	.021	47	6.7	5.7	4.29	41.03	4,789	.009	392	173	8	6,363	.007	957	1,043	N. A.	.008	38
Laudon.....	140	19.8	.015	83	4.6	4.4	1.42	50.10	3,553	.007	472	196	10	5,538	.006	1,212	1,233	N. A.	.007	47
McMinn.....	140	30.8	.023	71	7.4	7.0	2.97	56.94	6,262	.012	568	159	12	8,472	.009	1,149	1,187	N. A.	.011	48
McNairy.....	143	20.4	.016	36	4.8	4.5	2.85	44.16	2,133	.004	173	140	2	3,192	.003	659	683	N. A.	.004	25
Mason.....	141	14.9	.011	49	3.7	3.6	2.69	53.45	1,222	.002	74	119	1	1,621	.002	439	443	N. A.	.002	18
Maclisen.....	143	54.1	.041	97																

Before using these figures, see explanation page 9.

Here's the yardstick by which you can estimate our value!

Network Affiliation	Power	Market	Radio Homes	Wholesale Sales	Remarks
NBC RED					
	5,000 Watts				
		Memphis and the Mid-South			
			399,540		
				\$719,989,000	




*This station has
unusual listener loyalty,
with a remarkable record
for mail pull. As the
cotton capital of the world,
the Memphis market looks
forward to its best year in '42*

WMC • MEMPHIS, TENNESSEE

OWNED AND OPERATED BY THE COMMERCIAL APPEAL. REPRESENTED
NATIONALLY BY THE BRANHAM CO., MEMBER OF THE
SOUTH CENTRAL QUALITY NETWORK.

T E N N E S S E E—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

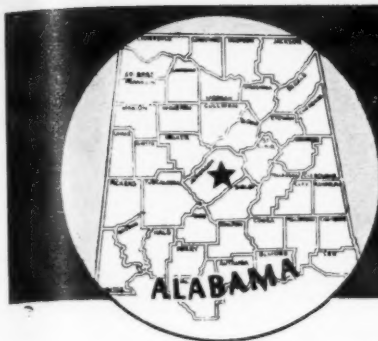
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% of U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thousands of \$1,500 Pre- ferred Families	National Buying Power, %	Buy- ing Power Index	
Monroe.....140	24.3	.018	37	5.3	5.1	2.50	52.38	2,680	.005	226	126	6	3,510	.004	659	673	N. A.	.004	22	
Montgomery.....141	33.3	.025	61	8.3	5.7	3.23	42.24	7,329	.014	481	131	16	9,395	.010	1,134	1,376	2.8	.012	48	
Moore.....141	4.1	.003	34	1.0	1.0	.86	52.09	226		42	191	2	355		344	356	N. A.			
Morgan.....140	15.2	.012	28	3.1	3.1	1.63	56.60	1,203	.002	157	160	4	1,570	.002	509	510	N. A.	.002	17	
Obion.....143	31.0	.024	56	8.3	7.1	3.12	40.98	6,798	.013	580	162	10	8,957	.010	1,083	1,175	2.9	.012	50	
Overton.....141	18.9	.014	43	4.1	4.0	2.81	55.09	1,459	.003	100	120	2	1,905	.002	469	471	N. A.	.002	14	
Perry.....141	7.5	.006	18	1.8	1.7	.97	45.42	798	.001	73	135	1	1,075	.001	607	616	N. A.	.001	17	
Pickett.....141	6.2	.005	36	1.3	1.3	1.09	65.44	410	.001	27	150		571	.001	445	446	N. A.	.001	20	
Polk.....140	15.5	.012	36	3.2	3.2	1.07	43.15	2,962	.005	168	94	13	3,750	.004	1,157	1,161	N. A.	.004	33	
Putnam.....141	26.3	.020	64	6.0	5.9	3.35	56.08	3,953	.007	292	124	7	5,119	.006	848	859	N. A.	.007	35	
Rhea.....142	16.4	.012	49	3.8	3.5	1.25	47.26	2,996	.006	448	160	14	3,842	.004	1,023	1,058	N. A.	.005	42	
Roane.....140	27.8	.021	73	6.3	6.0	1.62	49.15	4,439	.008	496	121	13	5,926	.006	941	971	N. A.	.007	33	
Robertson.....141	29.0	.022	61	7.2	5.8	3.67	40.24	4,681	.009	408	118	11	6,213	.007	865	970	2.4	.008	36	
Rutherford.....141	33.6	.023	53	8.4	6.6	4.45	45.39	7,588	.014	636	126	16	9,766	.011	1,165	1,322	2.5	.013	50	
Scott.....143	16.0	.012	29	3.3	3.3	1.51	56.43	1,891	.003	135	130	3	2,353	.002	703	703	N. A.	.003	25	
Sequatchie.....142	5.0	.004	19	1.1	1.1	.65	59.14	424	.001	36	129	2	508	.001	457	458	N. A.	.001	25	
Sevier.....140	23.3	.018	39	5.1	5.0	3.42	56.87	2,788	.005	250	135	6	3,522	.004	694	697	N. A.	.005	28	
Shelby (Memphis).....143	353.3	.272	477	95.8	54.0	7.78	31.71	173,864	.321	13,790	128	57	267,211	.293	2,761	3,680	39.2	.308	113	
Smith.....141	18.1	.012	50	4.2	3.9	3.17	51.20	2,231	.004	137	99	2	2,841	.003	682	705	N. A.	.003	25	
Stewart.....141	13.5	.010	28	3.0	2.9	2.07	53.59	994	.002	78	166	2	1,491	.002	489	499	N. A.	.002	20	
Sullivan.....139	69.1	.032	161	16.1	15.5	3.82	53.75	21,491	.040	1,865	131	33	27,058	.030	1,683	1,717	7.7	.036	69	
Sumner.....141	32.7	.025	59	8.1	7.0	4.84	53.95	4,417	.008	430	99	7	5,963	.007	732	793	N. A.	.008	32	
Tipton.....143	29.0	.021	61	6.8	4.1	4.17	30.67	4,429	.008	387	123	6	5,627	.006	831	1,064	N. A.	.007	33	
Trousdale.....141	6.1	.005	53	1.5	1.3	.94	50.33	806	.001	106	134	4	1,240	.001	808	901	.5	.001	20	
Unicoi.....139	14.1	.011	76	3.1	3.1	1.10	62.36	2,045	.004	224	154	21	3,046	.003	999	999	1.0	.004	36	
Union.....140	9.0	.007	43	2.0	2.0	1.42	61.63	566	.001	49	126	1	829	.001	414	414	N. A.	.001	14	
Van Buren.....142	4.1	.003	16	.9	.9	.49	63.42	145		12	133	1	272		304	307	N. A.			
Warren.....141	19.8	.015	45	4.9	4.6	2.78	55.76	3,368	.006	273	124	7	4,272	.005	865	900	2.5	.006	40	
Washington.....139	51.6	.039	158	11.7	11.0	3.23	51.38	16,634	.031	1,118	132	24	21,002	.023	1,797	1,857	5.9	.027	69	
Wayne.....141	13.6	.010	18	3.1	3.0	1.51	50.41	1,138	.002	125	125	2	1,531	.002	497	507	N. A.	.002	20	
Weakley.....143	29.5	.022	51	8.1	7.4	4.69	50.89	4,833	.009	299	133	6	6,151	.007	760	796	2.7	.008	36	
White.....141	16.0	.012	42	3.7	3.6	2.20	58.24	1,742	.003	167	180	4	2,506	.003	671	687	N. A.	.003	25	
Williamson.....141	25.2	.019	43	6.1	4.7	3.53	47.07	3,907	.007	417	141	16	5,199	.006	855	977	N. A.	.007	37	
Wilson.....141	25.3	.019	44	6.7	5.5	3.88	55.10	4,090	.008	504	126	8	5,572	.006	832	921	N. A.	.007	37	
STATE TOTAL.....	2,915.8	2.215	70	714.9	583.9	247.62	44.09	750,002	1.386	61,382	133	25	1,099,999	1.207	1,539	1,716	162.4	1.306	59	

For Tennessee City figures, see page 196.

A L A B A M A—County Data

Autauga.....148	21.0	.016	35	5.0	2.3	2.25	29.36	2,144	.003	127	165	5	3,000	.003	603	666	N. A.	.003	19
Baldwin.....164	32.3	.025	20	8.0	6.0	2.62	56.54	7,366	.014	631	156	9	9,037	.010	1,130	1,310	N. A.	.012	48
Barbour.....149	32.7	.025	36	7.7	3.6	3.39	27.22	4,532	.008	288	112	6	5,628	.006	735	1,051	N. A.	.007	28
Bibb.....147	20.2	.015	32	4.8	3.0	1.83	34.12	2,860	.005	210	145	5	3,458	.004	746	925	N. A.	.005	33
Blount.....147	29.5	.022	46	6.7	6.4	4.48	44.49	3,471	.006	204	109	3	3,870	.004	581	596	N. A.	.005	23
Bullock.....149	19.8	.015	32	4.7	1.2	2.56	21.87	2,464	.005	116	147	5	2,887	.003	618	1,073	N. A.	.004	27
Butler.....149	32.4	.025	42	7.4	4.0	3.32	31.73	4,763	.009	313	115	6	6,052	.007	820	1,105	N. A.	.008	32
Calhoun.....147	63.3	.048	104	15.0	11.7	2.71	31.88	15,969	.029	1,841	173	18	24,738	.027	1,647	1,880	4.9	.030	63
Chambers.....127	42.1	.032	71	9.9	6.0	3.07	22.00	4,604	.008	522	123	6	6,387	.007	646	833	N. A.	.008	25
Cherokee.....148	19.9	.015	33	4.4	4.1	2.88	33.40	1,918	.004	161	107	2	2,572	.003	582	608	N. A.	.004	27
Chilton.....147	26.0	.021	40	6.6	5.6	3.63	40.23	4,456	.008	274	122	6	5,450	.006	828	907	N. A.	.007	33
Choctaw.....145	20.2	.015	22	4.6	2.1	3.11	43.18	1,857	.003	133	118	2	2,362	.003	516	737	N. A.	.003	20
Clarke.....164	27.6	.021	22	6.4	3.1	3.51	50.57	5,142	.009	561	171	5	6,395	.007	1,003	1,407	N. A.	.009	43
Clay.....147	16.9	.012	28	3.9	3.3	2.62	46.08	2,056	.004	159	116	4	2,516	.003	649	704	N. A.	.004	33
Cleburne.....147	13.6	.010	24	3.0	2.8	1.87	42.35	2,061	.004	103	124	3	2,392	.003	799	829	N. A.	.003	30
Coffee.....149	32.0	.024	47	7.3	5.8	3.73	29.22	4,148	.008	274	107	4	5,601	.006	766	864	N. A.	.007	29
Colbert.....147	34.1	.026	55	8.2	6.1	2.27	32.58	7,572	.014	956	185	20	10,015	.011	1,215	1,421	3.2	.013	60
Conecuh.....140	25.5	.019	30	5.6	3.2	3.25	42.02	2,784	.005	157	117	3	3,443	.004	609	803	N. A.	.004	21
Cosa.....147	13.5	.010	21	3.0	2.0	1.68	38.94	1,118	.002	91	91	3	1,350	.001	454	557	N. A.	.002	20
Covington.....149	42.4	.032	41	10.0	8.3	3.98	34.33	9,185	.017	535	138	7	11,610	.013	1,164	1,287	N. A.	.015	47
Crenshaw.....149	23.6	.018	39	5.6	3.9	2.81	31.63	2,933	.005	157	98	3	3,888	.004	693	837	N. A.	.004	22

Before using these figures, see explanation page 9.



BIRMINGHAM AND BIRMINGHAM'S * RETAIL MARKET

... A statement of facts based on Sales Management's 1942
Survey of Buying Power

Birmingham's Retail Market Includes:

461,600 families _____ 67.7% of state total
346,700 white families _____ 78.0% of state
150,700 farms _____ 64.7% of state
—even though this is the state's most highly
industrialized area.
\$443,757,000 in 1941 Retail Sales _____ 68.5%
of state.
\$631,117,000 in effective buying income _____
69.3% of state.

29.6%, or \$187,360,000 of the market's buy-
ing income is diverted into channels OTHER
than retail sales.

AND INCOME ★ RETAIL SALES ★ POPULA-
TION ★ HOME OWNERSHIP ★ EM-
PLOYMENT—all are at levels never before
reached in the Birmingham Market.

AND The Birmingham News-Age-Herald has
MORE READER FAMILIES—MORE ABLE
TO BUY than ever in a comparable period.

Nearly Everybody in the Birmingham Market Reads The News-Age-Herald




*Defined By Birmingham
Retail Merchants

The Birmingham News & THE BIRMINGHAM AGE-HERALD

"THE SOUTH'S GREATEST NEWSPAPERS"
MORNING & EVENING & SUNDAY & B & B RADIO STATION WSGN 610 KC
NATIONAL REPRESENTATIVES KELLY SMITH COMPANY

ALABAMA—County Data—(Continued)




The "SM" symbols mark original, exclu-
sive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex	
Cullman.....	147	47.3	.036	64	10.7	10.6	6.88	47.07	8,546	.016	382	82	5	10,544	.011	986	992	4.1	.013	38
Dale.....	149	22.7	.017	41	5.3	4.2	2.44	35.07	2,296	.004	197	131	5	3,235	.003	607	693	N. A.	.004	24
Dallas.....	149	55.2	.042	57	13.7	3.8	5.71	19.04	12,219	.023	765	123	17	17,904	.020	1,304	2,206	2.2	.021	50
De Kalb.....	142	43.1	.033	55	9.9	9.7	6.53	46.18	5,252	.010	342	107	3	6,587	.007	665	672	N. A.	.008	24
Elmore.....	149	34.5	.026	55	7.8	4.8	3.56	31.19	5,007	.009	494	126	7	6,180	.007	797	1,016	N. A.	.008	31
Escambia.....	164	30.7	.023	32	6.8	4.7	2.08	44.13	7,573	.014	541	111	9	9,258	.010	1,368	1,661	N. A.	.012	52
Etowah.....	148	72.6	.055	131	17.2	14.6	3.44	33.08	21,792	.040	1,644	154	19	28,268	.031	1,644	1,794	6.6	.035	64
Fayette.....	147	21.7	.017	35	4.9	4.2	3.04	43.68	3,230	.006	231	118	5	4,423	.005	894	971	N. A.	.005	29
Franklin.....	147	27.6	.021	43	6.1	5.8	3.12	39.49	3,612	.007	273	116	4	4,984	.005	818	845	N. A.	.006	29
Geneva.....	149	29.2	.022	51	6.6	5.7	3.33	33.02	3,960	.007	269	115	4	4,881	.005	740	799	N. A.	.006	27
Greene.....	147	19.2	.015	30	4.7	.8	3.33	17.56	2,326	.004	132	108	5	2,805	.003	594	1,117	N. A.	.003	20
Hale.....	147	25.5	.019	39	5.9	1.7	3.85	27.20	2,329	.004	129	113	4	3,188	.003	536	903	N. A.	.003	16
Henry.....	149	21.9	.017	39	4.9	2.7	2.63	25.53	2,471	.005	156	130	3	3,534	.004	728	978	N. A.	.004	24
Houston.....	149	45.7	.035	79	11.2	7.7	4.13	30.88	11,216	.021	662	150	11	14,260	.016	1,278	1,547	4.4	.018	51
Jackson.....	142	41.8	.032	37	9.1	8.5	4.68	40.73	4,946	.009	374	140	4	6,248	.007	685	710	N. A.	.008	25
Jefferson (Birmingham).....	147	459.9	.349	412	119.0	72.1	4.45	33.31	181,959	.336	12,739	128	46	275,282	.302	2,313	2,976	41.8	.316	91
Lamar.....	147	19.7	.015	33	4.4	3.8	3.14	43.13	2,360	.005	115	89	2	3,123	.003	710	770	N. A.	.004	27
Lauderdale.....	147	46.2	.035	67	10.8	9.0	4.10	38.47	10,507	.019	934	202	15	23,487	.026	2,169	2,399	3.9	.023	66
Lawrence.....	147	27.9	.021	41	6.2	4.8	3.49	31.44	2,078	.004	141	127	4	3,095	.003	498	571	N. A.	.003	14
Lee.....	128	36.5	.028	60	8.6	4.1	2.72	25.51	7,825	.014	787	135	23	10,140	.011	1,162	1,661	N. A.	.013	46
Limestone.....	147	35.6	.027	65	8.0	6.1	4.77	30.55	4,685	.009	297	120	5	5,800	.006	721	835	N. A.	.007	26
Lowndes.....	149	22.7	.017	32	5.4	.9	3.51	16.26	2,010	.004	173	136	3	3,420	.004	638	1,203	N. A.	.004	24

Before using these figures, see explanation page 9.

ALABAMA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE							 MARKET CONTROLS
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passenger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% of U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thousands of \$1,500 Preferred Families	National Buying Power, %	Buying Power Index	
Macon.....149	27.7	.021	45	6.4	1.3	3.37	26.58	3,938	.007	277	128	14	5,452	.006	858	1,562	N. A.	.007	33	
Madison.....147	66.3	.050	83	15.3	11.2	5.19	26.79	16,482	.031	828	132	11	23,302	.026	1,521	1,797	5.4	.027	54	
Marengo.....147	35.7	.027	37	8.7	2.4	5.39	25.12	4,636	.009	342	113	5	5,959	.007	669	1,168	N. A.	.008	30	
Marion.....147	28.8	.022	39	6.3	6.1	3.63	43.54	3,054	.006	244	112	3	4,167	.005	667	678	N. A.	.006	27	
Marshall.....147	42.4	.032	74	9.7	9.4	5.50	40.18	7,928	.015	528	123	7	10,798	.012	1,112	1,133	4.0	.013	41	
Mobile (Mobile).....164	142.0	.108	114	35.8	22.9	2.23	39.63	53,908	.100	3,457	157	36	84,484	.093	2,361	2,963	15.7	.095	88	
Monroe.....164	29.5	.022	29	6.4	3.2	3.94	33.21	4,197	.008	243	107	5	5,082	.006	788	1,105	N. A.	.006	27	
Montgomery (Montgomery).....149	114.4	.087	145	29.5	14.4	3.77	25.69	47,060	.087	3,307	152	44	72,633	.080	2,460	3,459	10.5	.083	95	
Morgan.....147	48.2	.037	84	11.8	9.7	3.99	35.89	12,053	.022	821	128	15	15,398	.017	1,303	1,449	6.3	.019	51	
Perry.....147	26.6	.020	36	5.9	1.7	3.80	26.77	3,199	.006	186	129	7	3,788	.004	639	1,064	N. A.	.005	26	
Pickens.....147	27.7	.021	31	6.3	3.3	3.98	32.53	3,239	.006	243	108	3	3,804	.004	608	830	N. A.	.005	24	
Pike.....149	32.5	.026	48	7.0	4.2	3.20	28.48	6,451	.012	334	118	10	8,702	.010	1,122	1,509	N. A.	.010	38	
Randolph.....127	25.5	.019	44	5.8	4.6	3.52	40.61	3,165	.006	264	129	4	4,114	.005	712	808	N. A.	.006	32	
Russell.....128	35.8	.027	56	8.5	3.9	2.54	26.01	4,629	.009	354	139	4	5,705	.006	667	967	N. A.	.007	28	
St. Clair.....147	27.3	.021	43	6.3	5.0	2.59	38.82	4,396	.008	267	137	6	5,453	.006	869	981	N. A.	.006	29	
Shelby.....147	29.0	.022	36	6.8	5.1	2.18	37.87	3,992	.007	272	122	11	5,484	.006	807	935	N. A.	.007	32	
Sumter.....145	27.3	.021	30	6.4	1.4	3.82	23.02	3,037	.006	221	106	6	3,867	.004	606	1,082	N. A.	.005	24	
Talladega.....147	51.8	.039	69	11.3	7.7	3.23	27.71	9,790	.018	935	183	11	12,184	.013	1,074	1,315	N. A.	.016	41	
Tallapoosa.....147	35.3	.027	50	8.2	5.8	2.98	27.66	6,707	.012	544	132	6	8,140	.009	967	1,181	N. A.	.011	41	
Tuscaloosa.....147	76.0	.058	57	17.5	11.4	4.56	33.75	19,318	.036	1,011	114	20	26,210	.029	1,500	1,866	6.5	.031	53	
Walker.....147	64.2	.049	79	14.7	12.9	3.94	37.87	10,897	.020	690	98	7	13,837	.015	940	1,011	N. A.	.017	35	
Washington.....164	16.2	.012	15	3.6	2.2	1.57	51.04	1,438	.003	106	112	4	1,651	.002	463	594	N. A.	.003	25	
Wilcox.....147	26.3	.021	29	6.0	1.4	4.01	21.74	2,581	.005	179	112	5	3,800	.004	638	1,121	N. A.	.004	19	
Winston.....147	18.7	.014	30	4.0	4.0	2.32	48.53	2,304	.004	201	110	5	2,712	.003	672	676	N. A.	.004	29	
STATE TOTAL.....	2,833.0	2.151	56	673.8	440.0	231.75	33.61	639,999	1.183	45,444	133	17	910,003	.999	1,351	1,680	119.5	1.082	50	

For Alabama City figures, see page 198.




MISSISSIPPI—County Data

Adams.....165	27.2	.021	61	7.6	2.6	1.64	23.76	7,022	.013	435	110	22	10,183	.011	1,348	2,133	2.3	.012	57	
Alcorn.....143	27.0	.020	67	6.8	5.5	2.83	39.39	5,528	.010	478	100	9	8,205	.009	1,215	1,353	2.8	.010	50	
Amite.....166	21.9	.017	30	5.0	2.5	3.87	41.97	1,378	.003	200	107	2	1,972	.002	392	547	N. A.	.003	18	
Attala.....143	30.2	.023	42	6.9	4.1	4.52	42.24	4,097	.008	296	95	5	5,778	.006	833	1,084	N. A.	.007	30	
Benton.....143	10.4	.008	25	2.4	1.4	1.75	31.10	404	.001	57	89	1	658	.001	277	359	N. A.	.001	13	
Bolivar.....143	67.6	.051	74	18.1	4.3	12.00	15.35	10,522	.019	728	95	11	15,244	.017	840	1,473	3.3	.018	35	
Calhoun.....143	20.9	.016	38	4.9	3.9	3.24	40.41	1,745	.003	206	135	2	2,841	.003	577	654	N. A.	.003	19	
Carroll.....143	20.7	.016	32	4.7	2.1	3.74	25.81	1,217	.002	103	89	2	2,028	.002	427	624	N. A.	.002	13	
Chickasaw.....143	21.4	.016	42	5.1	2.8	3.18	32.19	2,050	.004	203	99	4	3,376	.004	684	888	N. A.	.004	23	
Choctaw.....143	13.5	.010	33	3.0	2.2	2.11	53.51	1,029	.002	97	94	2	1,638	.002	545	637	N. A.	.002	20	
Claiborne.....144	12.8	.010	26	3.4	.9	1.80	25.94	1,740	.003	117	97	10	2,757	.003	614	1,381	N. A.	.003	30	
Clarke.....145	20.6	.016	30	4.8	2.9	2.52	50.39	2,014	.004	195	110	3	3,365	.004	701	899	N. A.	.004	25	
Clay.....143	19.0	.014	46	4.7	2.0	2.69	34.27	2,754	.005	172	102	7	3,997	.004	849	1,268	N. A.	.004	29	
Coahoma.....143	48.3	.037	85	13.5	3.0	7.76	13.16	10,011	.019	731	100	18	14,699	.016	1,101	1,962	2.2	.017	46	
Copiah.....144	34.0	.026	44	8.3	4.0	4.53	34.51	4,772	.009	378	122	6	6,956	.008	843	1,185	N. A.	.008	31	
Covington.....144	17.0	.013	41	3.8	2.7	2.61	51.71	1,757	.003	152	92	2	2,914	.003	768	921	N. A.	.003	23	
De Soto.....143	26.7	.020	56	6.7	1.9	5.54	18.95	2,361	.004	255	119	5	3,949	.004	593	1,001	N. A.	.004	25	
Forrest.....145	34.9	.027	74	9.1	6.0	1.27	46.45	11,115	.021	1,808	213	21	17,656	.019	1,941	2,407	4.0	.022	81	
Franklin.....166	12.5	.009	22	3.1	1.8	1.69	39.82	1,087	.002	108	106	4	1,916	.002	626	815	N. A.	.002	22	
George.....164	8.7	.007	18	1.9	1.6	.97	66.74	1,284	.002	110	108	3	1,897	.002	977	1,075	N. A.	.002	29	
Greene.....164	9.5	.007	13	2.0	1.6	.92	62.28	910	.002	78	88	3	1,889	.002	924	1,054	N. A.	.002	29	
Grenada.....143	19.1	.014	43	4.5	1.9	2.22	27.24	3,178	.006	307	126	12	4,477	.005	996	1,486	N. A.	.006	43	
Hancock.....166	11.3	.009	23	2.8	2.2	.51	67.77	1,601	.003	117	85	11	2,391	.003	851	976	N. A.	.003	33	
Harrison (Biloxi-Gulfport).....166	50.8	.039	87	13.0	11.1	1.03	48.17	14,043	.026	1,138	142	25	20,936	.023	1,608	1,692	4.6	.025	64	
Hinds (Jackson).....144	107.3	.081	122	26.9	13.3	6.40	30.26	39,627	.073	2,999	110	43	55,006	.060	2,043	2,860	8.8	.066	81	
Holmes.....143	39.7	.030	52	9.5	2.4	6.35	25.77	5,129	.009	482	107	8	8,000	.009	839	1,446	N. A.	.009	30	
Humphreys.....143	26.3	.020	64	6.5	1.7	4.30	15.65	3,057	.006	266	111	7	4,595	.005	705	1,219	1.3	.006	30	
Issaquena.....143	6.4	.005	16	1.8	.3	1.16	15.18	364	.001	37	103	6	633	.001	356	671	N. A.	.001	20	
Itawamba.....143	19.9	.015	37	4.6	4.3	3.56	43.80	916	.002	84	74	1	1,517	.002	333	342	N. A.	.002	13	
Jackson.....164	20.6	.016	28	5.2	4.0	.75	56.39	3,779	.007	501	165	15	5,182	.006	998	1,143	N. A.	.007	44	
Jasper.....145	19.5	.015	29	4.3	2.4	3.13	51.02	1,736	.003	205	139	2	2,536	.003	589	791	N. A.	.003	20	

Before using these figures, see explanation page 9.

MISSISSIPPI—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex	
Jefferson.....	165	14.0	.011	27	3.5	.8	2.49	25.52	1,384	.003	118	115	4	2,023	.002	572	1,004	N. A.	.002	18
Jefferson Davis.....	144	15.9	.012	38	3.5	1.7	2.83	45.14	1,552	.003	118	115	2	2,307	.003	654	939	N. A.	.003	25
Jones.....	145	49.2	.037	70	11.6	8.2	3.95	44.03	10,583	.020	679	120	15	15,773	.017	1,357	1,633	4.4	.018	49
Kemper.....	145	21.9	.017	29	4.7	2.0	3.48	36.49	1,416	.003	137	119	2	2,260	.003	476	703	N. A.	.003	18
Lafayette.....	143	21.3	.016	31	5.2	3.2	3.41	35.87	2,940	.005	279	100	12	4,494	.005	871	1,108	2.0	.005	31
Lamar.....	166	12.1	.009	24	2.9	2.3	1.35	56.49	905	.002	101	136	3	1,500	.002	525	592	N. A.	.002	22
Lauderdale.....	145	58.2	.044	81	14.9	8.9	2.84	36.69	15,901	.029	1,203	118	22	22,030	.024	1,479	1,918	5.0	.027	61
Lawrence.....	144	14.0	.011	32	3.2	2.0	2.32	49.28	1,414	.003	165	124	2	2,028	.002	638	811	N. A.	.003	27
Leake.....	145	24.6	.019	42	5.5	3.5	4.21	45.98	2,754	.005	204	91	2	3,965	.004	723	908	N. A.	.004	21
Lee.....	143	38.8	.029	85	9.6	6.7	4.97	33.71	7,534	.014	688	119	9	11,232	.012	1,164	1,403	4.3	.013	45
Leflore.....	143	53.4	.041	91	14.0	3.7	7.73	12.61	12,055	.022	883	98	18	16,635	.018	1,190	2,038	2.3	.020	49
Lincoln.....	166	27.5	.021	47	6.6	4.3	3.62	47.26	4,639	.009	350	114	10	6,437	.007	981	1,218	N. A.	.008	38
Lowndes.....	143	35.2	.027	69	9.0	4.0	3.33	29.84	7,154	.013	518	101	16	9,707	.011	1,080	1,569	3.0	.012	44
Madison.....	143	37.5	.028	50	8.9	2.2	5.54	22.25	4,113	.008	414	77	7	6,064	.007	684	1,186	1.9	.008	29
Marion.....	166	24.1	.018	44	5.6	3.5	3.13	50.36	4,009	.007	265	120	7	6,032	.007	1,073	1,358	N. A.	.007	39
Marshall.....	143	25.5	.019	36	6.0	2.0	4.30	26.61	2,333	.004	215	125	4	3,603	.004	604	973	N. A.	.004	21
Monroe.....	143	37.6	.029	49	9.0	5.3	5.27	34.08	5,657	.010	405	113	8	7,707	.009	857	1,120	N. A.	.010	34
Montgomery.....	143	15.7	.012	39	3.8	2.2	2.28	38.96	2,103	.004	182	87	5	3,077	.003	815	1,062	N. A.	.004	33
Neshoba.....	145	27.9	.021	49	6.3	4.8	4.38	45.14	3,180	.006	223	111	4	5,090	.006	808	935	N. A.	.006	29
Newton.....	145	24.2	.018	42	5.5	3.7	3.48	49.20	2,833	.005	284	123	5	4,514	.005	817	1,011	N. A.	.005	28
Noxubee.....	143	25.7	.019	37	6.0	1.4	4.27	24.39	2,684	.005	142	92	4	4,059	.004	675	1,186	N. A.	.004	21
Oktibbeha.....	143	22.2	.017	49	5.1	2.2	2.74	38.39	3,107	.006	305	112	18	4,661	.005	916	1,330	N. A.	.006	35
Panola.....	143	34.4	.026	49	8.2	3.4	6.00	26.01	4,998	.009	343	98	6	5,949	.007	721	1,078	N. A.	.008	31
Pearl River.....	166	19.1	.015	23	4.6	3.5	1.53	52.37	3,633	.007	267	136	9	5,502	.006	1,185	1,382	N. A.	.006	40
Perry.....	164	9.3	.007	14	2.1	1.5	.99	59.07	791	.001	131	172	3	1,226	.001	593	701	.8	.001	14
Pike.....	166	35.0	.027	85	8.6	5.0	3.14	45.64	7,464	.014	549	108	16	10,268	.011	1,187	1,562	3.3	.012	44
Pontotoc.....	143	22.9	.017	46	5.5	4.4	3.98	40.45	1,974	.004	197	109	2	3,209	.003	588	657	1.6	.004	24
Prentiss.....	143	20.9	.016	50	5.0	4.4	3.11	38.58	2,351	.004	138	131	2	3,867	.004	773	825	1.8	.004	25
Quitman.....	143	27.2	.021	66	6.9	2.1	5.51	14.11	2,782	.005	254	104	5	4,109	.004	597	978	1.3	.005	24
Rankin.....	144	27.9	.021	35	5.7	2.8	3.61	42.84	2,017	.004	183	83	2	3,342	.004	590	823	1.9	.004	19
Scott.....	144	23.1	.017	38	5.3	3.2	3.40	51.47	3,685	.007	339	107	5	5,410	.006	1,029	1,331	N. A.	.007	41
Sharkey.....	143	15.4	.012	35	3.9	1.0	2.24	13.35	2,379	.004	180	96	9	3,532	.004	896	1,551	.7	.004	33
Simpson.....	144	22.0	.017	38	5.0	3.4	3.37	48.24	2,151	.004	275	112	4	3,142	.003	632	767	N. A.	.004	24
Smith.....	145	19.4	.015	30	4.2	3.5	3.29	53.06	1,186	.002	140	113	1	1,680	.002	397	438	N. A.	.002	13
Stone.....	166	6.2	.005	14	1.5	1.1	.52	61.33	1,042	.002	107	139	5	1,683	.002	1,122	1,325	N. A.	.002	40
Sunflower.....	143	61.0	.046	88	14.9	4.0	10.98	10.22	7,485	.014	610	97	8	12,601	.014	846	1,446	3.0	.014	30
Tallahatchie.....	143	34.2	.026	53	8.6	2.8	6.42	14.62	3,110	.006	232	101	6	5,052	.006	588	951	N. A.	.006	23
Tate.....	143	19.3	.015	47	4.7	1.9	3.92	23.81	2,037	.004	171	115	5	2,913	.003	622	929	N. A.	.004	27
Tippah.....	143	19.7	.015	42	4.6	3.9	3.00	40.29	1,827	.003	138	78	3	3,057	.003	668	732	1.4	.003	20
Tishomingo.....	143	17.0	.013	38	4.0	3.7	2.40	47.41	1,145	.002	132	143	2	1,875	.002	471	488	N. A.	.002	15
Tunica.....	143	22.6	.017	49	6.3	.9	5.08	7.88	2,990	.005	254	93	9	4,566	.005	728	1,419	.6	.005	29
Union.....	143	21.9	.017	52	5.4	3.4	3.31	37.27	2,501	.005	201	128	6	3,709	.004	694	983	N. A.	.004	24
Walthall.....	166	17.5	.013	44	3.9	2.2	3.42	48.68	2,333	.004	132	98	3	3,463	.004	888	1,173	1.5	.004	31
Warren.....	146	39.6	.030	70	11.5	4.5	2.31	30.57	10,279	.019	676	108	37	18,847	.021	1,643	2,508	3.2	.020	67
Washington.....	143	67.6	.051	93	19.1	4.7	7.92	20.43	14,730	.027	1,006	97	18	21,945	.024	1,151	2,009	3.7	.025	49
Wayne.....	145	16.9	.013	21	3.7	2.4	2.16	52.62	1,653	.003	173	110	3	2,472	.003	668	828	N. A.	.003	23
Webster.....	143	14.2	.011	34	3.3	2.6	2.37	46.30	2,005	.004	186	109	2	2,963	.003	892	1,021	N. A.	.004	38
Wilkinson.....	166	16.0	.012	24	3.8	1.2	2.22	28.01	2,421	.004	200	129	7	3,637	.004	955	1,571	N. A.	.004	33
Winston.....	145	22.8	.017	38	5.0	3.1	3.38	48.76	2,563	.005	232	103	5	3,905	.004	774	988	N. A.	.005	29
Yalobusha.....	143	18.4	.014	37	4.5	2.6	2.93	35.01	2,368	.004	200	95	7	3,395	.004	754	995	N. A.	.004	29
Yazoo.....	143	40.1	.030	43	9.9	3.4	6.07	22.84	5,629	.010	690	111	10	8,048	.009	815	1,297	2.5	.010	33
STATE TOTAL.....		2,183.8	1.659	1.46	535.0	268.6	291.09	33.30	349,996	.647	29,257	112	11	520,006	.571	972	1,352	79.5	.615	37

For Mississippi City figures, see page 198.

Before using these figures, see explanation page 9.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 9 and following pages.



62% Of the effective buying income in the Knoxville ABC Trading Zone is outside the City of Knoxville.

THE KNOXVILLE JOURNAL, A MILITANT FORCE IN THE KNOXVILLE, TENN. MARKET, 89% OF IT'S CIRCULATION CONCENTRATED IN THE 20 COUNTIES IN THE ABC TRADE TERRITORY.

91% of all Knoxville Retail Sales come from the ABC Trade Territory.

East South Central States—City Data

KENTUCKY—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLESALE SALES 1941 SM EST.	INDUSTRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thousands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thousands)	% Owner-Occupied Homes	Average Rent or Rental value	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Dollars (in thousands)	Dollars (in thousands)	Dollars (in thousands)	% of County	% of State	% of U.S.A.	Per Capita dollars	Per Family dollars	Thousands of \$1500 Preferred families
Ashland	Boyd	29.5	64.30	1.04	.022	7.4	43.56	23.73	15,436	90.49	2.11	.029	19,250	N. A.	19,515	79.38	1.84	.021	661	2,623	4.6
Bowling Green	Warren	14.6	39.82	.51	.011	4.3	38.41	20.34	10,277	90.32	1.41	.019	5,244	2,436	6,904	48.43	.65	.008	473	1,624	1.5
Covington	Kenton	62.0	66.59	2.18	.047	18.0	38.66	23.68	30,353	84.26	4.16	.056	12,433	14,221	51,874	89.19	4.89	.057	836	2,677	11.7
Frankfort	Franklin	11.5	49.30	.41	.009	3.1	31.55	27.07	8,913	93.07	1.22	.016	2,253	N. A.	5,008	39.60	.47	.005	436	1,641	1.2
Harlan	Harlan	5.1	6.80	.18	.004	1.3	26.05	22.63	5,569	29.21	.76	.010	7,916	N. A.	1,579	6.46	.15	.002	308	1,224	.5
Henderson	Henderson	13.2	48.70	.46	.010	3.9	40.47	16.01	6,334	83.77	.87	.012	8,023	N. A.	6,740	67.10	.64	.007	512	1,743	1.2
Hopkinsville	Christian	11.7	32.45	.41	.009	3.5	38.20	15.63	7,798	83.52	1.07	.014	N. A.	3,122	6,882	58.60	.65	.008	587	1,976	1.1
Lexington	Fayette	49.3	62.49	1.73	.037	13.8	29.14	25.11	45,517	95.00	6.24	.084	67,763	3,066	43,546	65.19	4.11	.048	883	3,144	7.1
Louisville	Jefferson	319.1	82.79	11.21	.242	90.0	35.82	24.57	185,040	95.00	25.35	.342	302,290	415,270	313,713	93.07	29.60	.344	983	3,487	42.6
Madisonville	Hopkins	8.2	21.72	.29	.006	2.5	45.61	17.82	6,222	61.46	.85	.012	2,951	N. A.	5,123	39.92	.48	.006	624	2,035	1.2
Mayfield	Graves	8.6	27.14	.30	.007	2.6	40.06	15.49	6,214	79.47	.85	.011	3,915	N. A.	5,355	53.01	.50	.006	621	2,086	.9
Middlesborough	Bell	11.6	26.88	.41	.009	2.8	47.21	15.67	5,548	55.93	.76	.010	6,763	3,910	3,865	30.82	.38	.004	328	1,358	.9
Newport	Campbell	30.6	42.59	1.08	.023	9.0	37.57	22.86	17,703	67.05	2.42	.033	2,661	N. A.	22,423	57.62	2.12	.025	732	2,479	1.0
Owensboro	Daviess	30.2	57.79	1.06	.023	8.3	35.55	20.67	17,340	92.34	2.38	.032	9,722	11,535	19,453	82.69	1.84	.021	643	2,329	2.8
Paducah	McCracken	33.8	69.57	1.19	.026	9.6	33.50	16.46	20,479	96.48	2.80	.038	19,643	N. A.	25,176	83.33	2.38	.028	746	2,621	3.5
Richmond	Madison	7.3	25.70	.26	.006	2.1	42.70	20.27	5,172	67.89	.71	.010	5,509	N. A.	4,349	44.42	.41	.005	593	2,103	.9
Winchester	Clark	8.6	47.78	.30	.007	2.7	43.77	16.91	5,491	93.88	.75	.010	N. A.	N. A.	5,312	67.62	.50	.006	618	1,992	1.1
TOTAL ABOVE CITIES		655.1		23.02	.498	184.9			399,406		54.71	.738			546,817		51.59	.601	835	2,958	83.8
STATE TOTAL		2,845.6				2,161	698.5	48.01	729,999			1,349			1,080,000			1.163	373	1,517	187.9

For Kentucky County figures, see page 187.

TENNESSEE—City Data

*Bristol	Sullivan	14.0	20.27	.48	.011	3.6	46.60	22.89	7,633	35.52	1.02	.014	6,940	17,750	6,371	23.55	.58	.007	455	1,783	1.6
Chattanooga	Hamilton	128.2	71.01	4.40	.097	33.5	27.50	20.21	70,012	94.09	9.33	.129	88,215	96,243	94,773	80.34	8.62	.104	739	2,831	12.5
Clarksville	Montgomery	11.8	35.48	.41	.009	3.3	37.14	16.29	6,348	86.61	.85	.012	11,003	5,117	7,343	78.16	.67	.008	621	2,222	1.2
Cleveland	Bradley	11.4	39.83	.39	.009	3.0	31.74	14.79	5,388	88.07	.72	.010	1,222	11,546	6,500	82.18	.59	.007	573	2,170	1.1
Columbia	Maury	10.6	28.21	.36	.008	3.1	33.98	16.55	7,065	74.44	.94	.013	3,750	4,681	7,098	58.80	.65	.008	671	2,317	1.1
Dyersburg	Dyer	10.0	28.73	.34	.008	2.9	29.15	14.57	6,742	75.32	.90	.012	5,102	4,807	6,412	54.40	.58	.007	639	2,252	1.1
Elizabethton	Carter	8.5	24.24	.29	.007	2.0	50.15	19.50	5,248	82.12	.70	.010		N. A.	3,989	48.55	.36	.004	468	1,979	.8
Greenville	Greene	6.8	17.22	.23	.005	1.6	43.86	19.20	5,190	78.76	.69	.010		N. A.	3,110	37.06	.28	.004	458	1,960	.6
Jackson	Madison	24.3	44.96	.83	.018	7.2	32.21	16.32	14,197	92.38	1.89	.026	9,502	8,502	13,430	62.25	1.22	.015	552	1,872	2.3
Johnson City	Washington	25.3	49.06	.87	.019	5.6	37.57	21.09	14,851	89.28	1.98	.027	10,069	8,211	9,336	44.45	.85	.010	369	1,656	2.4
Kingsport	Sullivan	14.4	20.85	.49	.011	3.4	37.62	24.88	11,921	55.47	1.59	.022		N. A.	5,354	19.79	.49	.008	372	1,555	1.2
Knoxville	Knox	111.6	62.82	3.83	.085	28.6	34.88	21.28	65,844	94.39	8.78	.122	85,107	75,033	77,697	76.13	7.06	.085	696	2,717	11.5
Memphis	Shelby	292.9	81.77	10.05	.222	81.1	30.58	21.95	169,031	97.22	22.54	.312	553,467	195,466	238,100	89.11	21.64	.261	813	2,937	30.8

*See also Bristol, Va.

Before using these figures, see explanation page 9.

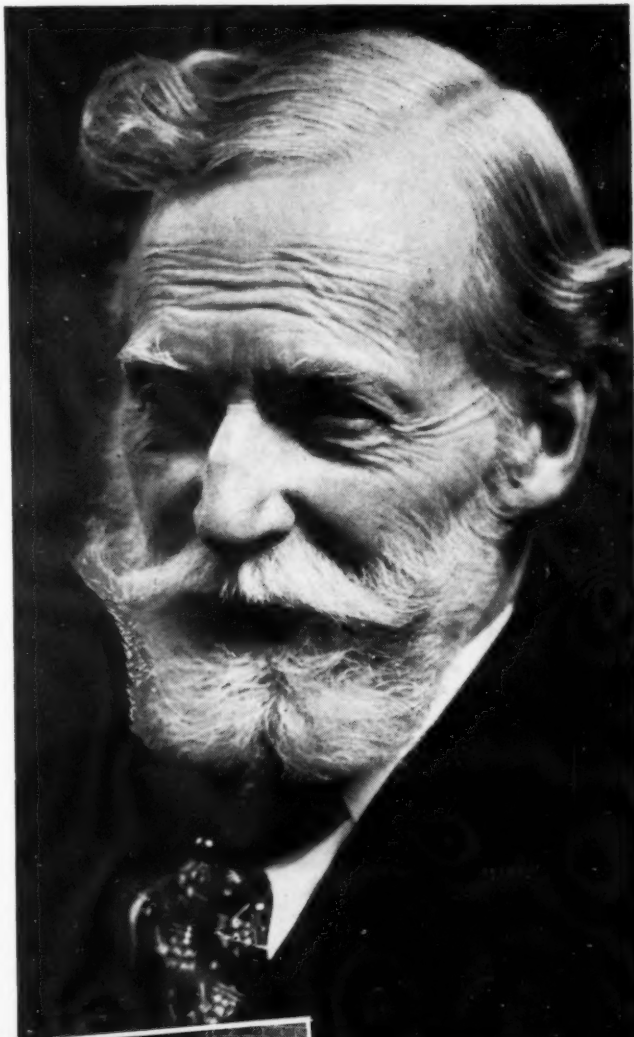
How Long Have I Read The Commercial Appeal?

*Well, Sir, I Was Born With A
Commercial Appeal in One
Hand and a Bible in the Other*

THIS is a phrase which long since has been woven into the very idiom of the Mid-South. To say "I was born with a Commercial Appeal in one hand and a Bible in the other" is just as characteristic of the Mid-South as fried chicken and black-eyed peas and country ham. As characteristic as growing cotton and shooting birds and raising fine hunting dogs. It is an inseparable part of the fiber of the South.

● It is one of the many tangibles typifying the rare storehouse of life-long reader loves and loyalties which set the Commercial Appeal apart from any other American newspaper. Thru the far-off Mexican War, thru the Civil War, thru the Yellow Fever epidemic of 1878 which wiped out half of early Memphis, the Commercial Appeal has been the expression of the South and its people. Today it spans for them the gulf between the beautiful Old South and the completely modern New South—the South of manufacturing, diversified farming, and tremendous defense industries.

● Certainly the Commercial Appeal offers the surest key to successful advertising—a great newspaper with an unparalleled reader influence, covering the largest market area in the South. And Memphis is one of America's most prosperous markets—listed for months as a top "high-spot city," with abnormally good business.



Far more than a great newspaper—an institution of the South ever since the fabulous ante-bellum days.

Its history in those colorful days of the Civil War is one of the most stirring romances of American journalism.

THE MEMPHIS COMMERCIAL APPEAL



The Commercial Appeal and The Press-Scimitar are the two great Scripps-Howard newspapers serving Memphis. Represented by the National Advertising Department of Scripps-Howard Newspapers, 230 Park Avenue, New York. Also in Chicago, Detroit, Philadelphia, Memphis and San Francisco.

TENNESSEE—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT, INC.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Murfreesboro	Rutherford	9.5	28.26	.33	.007	2.7	33.03	16.25	6,177	81.40	.82	.011	4,072	N. A.	6,697	68.57	.61	.007	705	2,439	1.1
Nashville	Davidson	167.4	65.07	5.74	.127	45.8	30.97	20.41	100,111	89.18	13.35	.185	161,324	113,623	149,075	79.67	13.55	.164	891	3,255	16.9
Springfield	Robertson	6.7	22.96	.23	.005	1.7	32.52	15.17	3,432	73.32	.46	.006	2,861	N. A.	3,097	49.85	.28	.004	464	1,805	.7
TOTAL ABOVE	CITIES	853.4		29.27	.648	229.1			499,190		66.56	.921			638,382		58.03	.701	748	2,787	86.9
STATE TOTAL		2,915.8			2.215	714.9	44.09		750,002			1.386			1,099,990			1.207	377	1,539	162.4

For Tennessee County figures, see page 190.

ALABAMA—City Data

Anniston	Calhoun	25.5	40.31	.90	.019	6.7	26.56	15.42	9,825	61.53	1.54	.018	7,681	15,827	14,005	56.61	1.54	.015	549	2,091	2.1
Bessemer	Jefferson	22.8	4.96	.81	.017	6.1	29.23	13.01	9,137	5.02	1.43	.017	4,852	23,648	13,352	4.85	1.47	.015	585	2,173	1.7
Birmingham	Jefferson	267.6	58.18	9.44	.203	71.8	29.70	19.16	150,019	82.45	23.44	.277	293,466	147,256	187,440	68.09	20.60	.206	700	2,611	26.6
Cullman	Cullman	5.1	10.72	.18	.004	1.4	44.04	16.23	2,034	23.80	.32	.004	N. A.	N. A.	3,035	28.78	.33	.003	598	2,191	.4
Decatur	Morgan	16.6	34.49	.59	.013	4.6	29.57	14.96	6,705	55.63	1.05	.012	4,604	11,217	9,507	61.74	1.04	.010	573	2,078	1.7
Dothan	Houston	17.2	37.65	.61	.013	4.5	32.35	15.07	6,483	57.80	1.01	.012	N. A.	6,606	9,396	65.89	1.03	.010	546	2,106	1.3
Florence	Lauderdale	15.0	32.54	.53	.011	4.0	37.35	15.09	5,733	54.56	.90	.011	N. A.	4,063	8,286	35.28	.91	.009	551	2,090	1.1
Gadsden	Etowah	37.0	50.94	1.30	.028	9.3	26.32	14.89	13,651	62.64	2.13	.025	7,312	79,524	19,714	69.74	2.17	.022	533	2,120	2.8
Huntsville	Madison	13.1	19.68	.46	.010	3.5	30.10	17.62	5,019	30.45	.78	.009	10,966	N. A.	6,647	28.53	.73	.007	509	1,909	1.2
Mobile	Mobile	78.7	55.45	2.78	.060	20.5	31.41	19.56	48,528	90.02	7.58	.090	69,147	34,643	60,880	72.08	6.69	.067	773	2,968	7.5
Montgomery	Montgomery	78.1	68.24	2.76	.060	21.9	26.77	19.10	42,511	90.33	6.64	.079	87,345	N. A.	57,567	79.26	6.33	.063	737	2,625	7.9
Selma	Dallas	19.8	35.90	.70	.015	5.6	24.64	13.32	8,220	67.27	1.28	.015	19,524	5,315	10,822	60.44	1.19	.012	546	1,944	2.1
Tuscaloosa	Tuscaloosa	27.5	36.16	.97	.021	6.5	26.05	20.37	9,611	49.75	1.50	.018	12,427	3,924	14,685	5.603	1.61	.016	534	2,240	2.3
TOTAL ABOVE	CITIES	624.0		22.03	.474	166.4			317,476		49.60	.587			415,336		45.64	.455	666	2,496	58.7
STATE TOTAL		2,833.0			2.151	673.8	33.61		639,999			1.183			910,003			.999	321	1,351	119.5

For Alabama County figures, see page 192.

MISSISSIPPI—City Data

Biloxi	Harrison	17.5	34.40	.60	.013	4.4	40.40	14.39	5,160	36.74	1.47	.010	2,942	4,154	9,226	44.07	1.77	.011	528	2,095	1.4
Clarksdale	Coahoma	12.2	25.18	.56	.009	3.6	26.11	17.00	7,160	71.52	2.05	.013	17,433	N. A.	10,161	68.20	1.95	.011	835	2,831	1.2
Greenville	Washington	20.9	30.92	.96	.016	6.3	27.52	14.34	10,280	69.79	2.94	.019	13,621	N. A.	16,240	74.00	3.12	.018	777	2,960	2.1
Greenwood	Leflore	14.8	27.65	.68	.011	4.2	23.29	17.57	9,365	77.69	2.68	.017	54,467	2,887	10,126	60.87	1.95	.011	687	2,429	1.4
Gulfport (see Biloxi)	Harrison	15.2	29.91	.70	.012	3.9	43.42	17.25	7,031	50.07	2.00	.013	5,352	4,096	10,224	48.83	1.97	.011	673	2,622	1.3
Hattiesburg	Forrest	21.0	60.24	.96	.016	5.8	41.41	14.59	10,484	94.32	3.00	.019	9,326	10,062	14,488	82.06	2.79	.016	689	2,514	2.0
Jackson	Hinds	62.1	57.90	2.84	.047	16.4	31.14	26.20	30,522	77.02	8.72	.056	47,064	23,464	47,826	86.95	9.20	.082	770	2,912	7.9
Laurel	Jones	20.6	41.84	.94	.016	5.3	33.61	13.73	9,237	87.20	2.64	.017	5,366	12,644	12,636	80.11	2.43	.014	613	2,386	1.8
Meridian	Lauderdale	35.5	60.91	1.62	.027	9.6	32.88	14.81	15,136	95.19	4.32	.028	14,255	13,621	20,986	95.26	4.04	.023	591	2,186	3.0
Natchez	Adams	15.3	56.16	.70	.012	4.6	24.62	14.02	6,724	95.76	1.92	.012	5,511	N. A.	9,738	95.64	1.87	.011	636	2,117	1.3
Tupelo	Lee	8.2	21.14	.38	.006	2.3	28.48	16.63	5,961	79.12	1.70	.011	8,422	N. A.	5,114	45.53	.98	.006	623	2,190	.7
Vicksburg	Warren	24.5	61.78	1.12	.018	7.4	28.05	15.84	9,911	96.42	2.83	.018	12,633	4,576	18,272	96.95	3.51	.020	747	2,482	2.6
TOTAL ABOVE	CITIES	267.6		12.26	.203	73.8			126,971		36.27	.233			185,037		35.58	.204	691	2,507	26.7
STATE TOTAL		2,183.8			1.659	535.0	33.30		349,996			.647			520,006			.571	238	972	79.5

For Mississippi County figures, see page 194.

Before using these figures, see explanation page 8.

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19.4% Increase

IN ADVERTISING LINAGE FOR DECEMBER, JANUARY AND FEBRUARY, THE FIRST THREE MONTHS OF THE WAR

Dec., 1941, Jan. and Feb., 1942 52,122 lines

Dec., 1940, Jan. and Feb., 1941 43,638 lines

Gain in Lines 8,484

Gain in Per Cent 19.4

GROCER-GRAPHIC is read by 90 per cent of the retail grocery buying power (chain and independent) in the New York Metropolitan Area—the Billion Dollar Grocery Market.

GROCER - GRAPHIC

The Newspaper of the Grocery Trade in the New York Market

PUBLISHING OFFICE: 420 Lexington Ave., New York

Mid-West
333 No. Michigan Ave.
Chicago

Pacific Coast
18 E. De La Guerra St.
Santa Barbara, Cal.



TRADING AREAS of WEST NORTH CENTRAL STATES



- Largest Trading Areas
- Other Important Trading Centers

PICTOGRAPH BY
Sales Management

Everybody GOES TO THE Fair!

Yes, out here in the middlewest, everybody goes to the Fair. But not all for the same thing. Some go for the livestock exhibits—some to see the machinery—some for the Midway—some for the grandstand with its races, fireworks and the like.

It's like that in radio. Everybody listens—but not all to the same thing. That's why well produced programs, catering to local preferences, are so essential to effective radio service. The "we-cover-everything" stations can't do that.

We recognize that listening preferences vary. So, having four stations, we program each one specifically for its particular audience in its particular locality.

People listen when they get what they want. Three men are charged with seeing that Cowles Stations programming is good—and what the listeners want. The result—big, responsive audiences which have been listening for years to the Cowles Stations.



Ed Linehan has been in the program department of KSO-KRNT for 8 years. As program manager, he knows his audiences, and what they want—one reason why KSO and KRNT produce so well for advertisers.



Douglas Grant has been program director of WMT ever since it became a Cowles Station. His intimate knowledge of listener likes and dislikes has helped make WMT the resultful station it is.



Eleven years in radio, 7 years with Cowles Stations, the last four as program director of WNAX qualify Art Smith to provide programming that is making WNAX one of the nation's top stations.

WMT
CEDAR RAPIDS-WATERLOO
KRNT
DES MOINES



Represented by The KATZ Agency

KSO
DES MOINES
WNAX
SIOUX CITY-YANKTON

TRUE STORY, edited for Wage Earners—the fami- lies who get 69c* of each defense dollar—wherever it's spent.

Naturally—magazines sell in *all areas*—but True Story, because it's edited for Wage Earners, sells best where Wage Earners concentrate!

(Therefore, True Story's gains in Minnesota with its new 10¢ price were greatest in Minnesota's biggest industrial centers. Minneapolis gained 96.8%—in its twin city of St. Paul, the gain was 83.4%.)

Wage Earners, with payrolls pyramiding, are ten to one as prospects against tax-cramped white collar families—those to whom all other big magazines edit.

That's why True Story offers the best dollar-for-dollar buy among all big magazines.

*Source: Department of Labor, 1941

West North Central States—County Data

MINNESOTA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Aitkin.....95	17.9	.014	10	4.7	4.6	2.86	68.17	3,583	.007	277	121	9	5,309	.006	1,137	1,140	1.2	.007	50
Anoka.....95	22.4	.017	53	5.5	5.5	1.63	66.20	4,715	.009	352	127	17	6,603	.007	1,209	1,210	2.2	.008	47
Becker.....95	26.6	.020	20	6.4	6.0	3.32	62.60	5,939	.011	424	128	13	9,037	.010	1,400	1,461	2.0	.010	50
Beltrami.....95	26.1	.020	10	6.6	6.1	2.60	69.18	8,312	.015	473	118	14	11,537	.013	1,735	1,811	2.1	.014	70
Benton.....95	16.1	.012	40	3.6	3.6	1.61	61.87	4,154	.008	192	108	9	6,007	.007	1,647	1,647	1.5	.007	58
Big Stone.....95	10.4	.008	21	2.6	2.6	1.13	45.21	4,095	.008	327	137	16	6,000	.007	2,328	2,329	1.2	.008	100
Blue Earth.....95	36.2	.028	49	9.7	9.6	3.05	56.80	17,879	.033	1,272	112	40	25,360	.028	2,626	2,627	5.1	.030	107
Brown.....95	25.5	.019	42	6.5	6.5	2.07	62.48	9,832	.018	835	113	25	14,119	.015	2,183	2,183	2.7	.017	89
Carlton.....93	24.2	.018	28	6.1	5.9	2.51	74.56	7,035	.013	562	124	34	9,780	.011	1,610	1,635	2.3	.012	67
Carver.....95	17.6	.013	49	4.3	4.3	2.05	66.02	5,092	.009	503	142	16	7,358	.008	1,692	1,692	1.6	.009	69
Cass.....95	20.6	.016	10	5.1	4.8	2.53	69.84	3,812	.007	331	119	10	5,538	.006	1,076	1,118	N. A.	.007	44
Chippewa.....95	16.9	.013	29	4.3	4.3	1.76	51.57	6,790	.013	469	109	21	9,541	.010	2,222	2,222	2.1	.011	85
Chisago.....95	13.1	.010	31	3.6	3.6	2.03	64.92	3,309	.006	341	118	12	5,067	.006	1,396	1,397	1.4	.006	60
Clay.....95	25.3	.019	24	6.2	6.2	2.13	52.08	8,722	.016	702	114	25	13,944	.015	2,239	2,239	3.4	.016	84
Clearwater.....95	11.2	.009	11	2.8	2.7	1.80	72.22	2,171	.004	120	130	8	2,924	.003	1,048	1,064	.6	.003	33
Cook.....93	3.0	.002	2	.8	.7	.16	70.03	924	.002	65	141	23	1,205	.001	1,518	1,583	.3	.002	100
Cottonwood.....95	16.1	.012	25	4.0	4.0	1.98	58.35	5,227	.010	404	101	15	7,510	.006	1,872	1,872	1.9	.009	75
Crow Wing.....95	30.2	.023	30	7.9	7.9	2.08	63.85	10,964	.020	745	132	30	15,594	.017	1,978	1,979	2.9	.018	78
Dakota.....95	39.7	.030	70	9.6	9.6	2.36	62.70	12,094	.022	1,257	143	31	19,907	.022	2,070	2,071	4.3	.023	77
Dodge.....95	12.9	.010	30	3.3	3.3	1.80	55.99	3,038	.006	283	119	8	4,619	.005	1,393	1,393	1.2	.006	60

Before using these figures, see explanation page 9.



WCCO takes a firm stand...

In the Great Northwest market served by WCCO things are happening...fast. Here—as elsewhere—many a statistic and percentage changes before the slide-rule cools off. But, the two basic indexes of WCCO's effectiveness—both inside and outside the Twin Cities—stand firm:

1. WCCO's primary *listening* areas embrace *more families than that of any other Twin City station* (daytime—853,020 radio families; evening—856,160 radio families).
2. Two recent studies (Hooper and Gill) show that *WCCO has a greater listening audience in more quarter hours than any other Twin City station.* (More than all Twin City stations combined, in many periods.)

If you're heading for the Great Northwest market, be sure to make connections with WCCO. For a detailed description of WCCO's selling power, write, wire or 'phone us or your nearest Radio Sales office.




WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

Minneapolis-St. Paul. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, St. Louis, Charlotte, San Francisco, Los Angeles



MINNESOTA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- per Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Douglas.....95	20.4	.016	32	5.3	5.3	2.69	61.17	6,700	.012	446	127	15	9,021	.010	1,709	1,709	2.2	.011	69
Faribault.....95	23.9	.018	34	6.1	6.1	2.53	57.70	8,676	.016	824	109	18	11,822	.013	1,931	1,931	2.7	.015	83
Fillmore.....95	25.8	.020	30	6.9	6.9	3.17	58.20	6,794	.012	608	138	14	10,612	.012	1,543	1,543	2.7	.012	60
Freeborn.....95	31.8	.024	45	8.2	8.2	3.07	56.63	11,927	.022	760	106	29	18,682	.021	2,278	2,281	4.7	.013	54
Goodhue.....95	31.6	.024	42	8.4	8.3	3.04	58.38	11,629	.021	856	132	26	17,020	.019	2,035	2,039	3.7	.020	83
Grant.....95	9.8	.008	18	2.5	2.5	1.38	52.60	3,094	.006	271	107	9	4,471	.005	1,804	1,804	1.0	.006	75
Hennepin (Minneapolis).....95	568.9	.432	1,007	162.2	160.4	4.21	44.98	317,951	.588	24,924	130	93	520,050	.571	3,207	3,227	83.8	.581	134
Houston.....95	14.7	.011	26	3.8	3.8	1.84	61.08	3,650	.007	290	127	11	5,571	.006	1,475	1,477	1.3	.007	64
Hubbard.....95	11.1	.009	12	2.9	2.9	1.49	65.17	2,633	.005	150	128	14	3,785	.004	1,317	1,318	.7	.004	44
Isanti.....95	13.0	.010	29	3.1	3.1	1.96	63.30	2,978	.006	210	93	10	4,237	.005	1,368	1,368	1.1	.005	50
Itasca.....93	33.0	.025	12	8.5	8.3	3.10	68.33	9,367	.017	937	133	31	13,290	.015	1,568	1,581	3.0	.017	68
Jackson.....95	16.8	.013	24	4.2	4.2	2.28	57.42	4,580	.008	404	117	21	7,085	.008	1,696	1,696	1.7	.008	62
Kanabec.....95	9.7	.007	18	2.5	2.5	1.75	66.55	2,221	.004	244	121	9	3,055	.003	1,224	1,224	.7	.004	57
Kandiyohi.....95	26.5	.020	32	6.3	6.3	2.62	54.11	9,147	.017	707	103	22	12,634	.014	2,003	2,003	3.1	.016	80
Kittson.....95	10.7	.008	10	2.5	2.5	1.48	68.80	3,326	.006	161	83	15	4,804	.005	1,897	1,898	.7	.005	63
Koochiching.....93	16.9	.013	5	4.5	4.4	1.55	67.00	5,732	.011	453	119	40	7,570	.008	1,683	1,684	2.1	.011	85
Lac qui Parle.....95	15.5	.012	20	3.7	3.7	2.09	46.24	3,989	.007	283	120	11	5,751	.006	1,548	1,548	1.8	.007	58
Lake.....93	7.0	.005	3	2.1	2.1	.41	71.87	3,018	.005	178	117	59	4,362	.005	2,090	2,091	.7	.005	100
Lake of the Woods.....93	6.0	.005	5	1.5	1.5	1.07	76.95	1,027	.002	54	84	17	1,456	.002	970	970	N. A.	.002	40
La Sueur.....95	19.2	.015	44	5.2	5.2	2.13	67.31	5,193	.010	623	121	18	7,653	.008	1,485	1,485	2.0	.010	67
Lincoln.....95	10.8	.008	20	2.7	2.7	1.56	53.96	2,453	.005	201	87	7	3,714	.004	1,396	1,396	1.1	.005	63
Lyon.....95	21.6	.016	30	5.3	5.3	1.98	47.18	9,212	.017	764	108	33	12,526	.014	2,344	2,345	2.6	.016	100
McLeod.....95	21.4	.016	43	5.5	5.5	2.50	66.34	7,508	.014	668	119	16	10,562	.012	1,927	1,927	2.6	.013	81
Mahnomen.....95	8.1	.006	14	1.8	1.5	.98	62.02	1,462	.003	106	112	8	1,949	.002	1,095	1,183	.5	.003	50
Marshall.....95	18.4	.014	10	4.3	4.3	2.88	64.76	3,801	.007	265	107	8	5,862	.006	1,372	1,372	1.4	.006	43
Martin.....95	24.7	.019	35	6.3	6.3	2.56	53.72	9,596	.018	808	109	25	11,927	.013	1,907	1,907	3.7	.016	84
Meeker.....95	19.3	.015	31	4.8	4.8	2.48	59.13	5,504	.010	457	115	14	7,341	.008	1,544	1,544	1.8	.009	60
Millie Lacs.....95	15.6	.012	27	4.1	4.0	2.13	65.88	4,711	.009	391	131	11	6,729	.007	1,628	1,647	1.3	.008	67
Morrison.....95	27.5	.021	24	6.3	6.3	3.42	66.70	6,269	.011	509	130	12	9,273	.009	1,309	1,309	2.0	.010	48
Mower.....95	36.1	.027	51	9.3	9.3	2.57	55.71	14,480	.027	1,109	100	55	20,027	.022	2,155	2,156	5.2	.025	93
Murray.....95	15.1	.012	21	3.4	3.4	2.10	53.60	3,674	.007	320	93	11	5,632	.006	1,636	1,636	1.4	.007	58
Nicollet.....95	18.3	.014	40	4.1	4.1	1.50	59.74	3,868	.007	292	100	11	5,885	.006	1,449	1,450	2.2	.007	50
Nobles.....95	21.2	.016	30	5.3	5.3	2.21	52.70	8,652	.016	718	106	16	11,808	.013	2,243	2,244	2.4	.015	94
Norman.....95	14.7	.011	17	3.6	3.6	2.00	57.53	3,662	.007	238	117	7	4,984	.005	1,387	1,388	1.4	.006	55
Olmsted.....95	42.7	.032	65	10.3	10.3	2.45	52.34	19,760	.036	1,340	116	46	27,573	.030	2,684	2,685	7.1	.033	103
Otter Tail.....95	53.2	.040	27	12.8	12.8	7.03	60.74	12,717	.024	978	117	13	18,629	.020	1,456	1,457	5.4	.022	55
Pennington.....95	12.9	.010	21	3.2	3.2	1.37	62.58	5,194	.010	353	111	23	7,273	.008	2,281	2,282	1.2	.009	90
Pine.....95	21.5	.016	15	5.5	5.4	3.51	69.27	4,615	.009	374	118	10	6,154	.007	1,121	1,127	1.6	.008	50
Pipestone.....95	13.8	.011	30	3.4	3.4	1.32	50.20	5,996	.011	497	103	23	8,053	.009	2,357	2,374	1.8	.010	91
Polk.....95	37.7	.029	19	9.2	9.2	4.34	60.58	11,412	.021	715	101	16	16,020	.018	1,744	1,745	4.3	.019	66
Pope.....95	13.5	.010	20	3.3	3.3	1.86	55.52	3,165	.006	191	91	13	4,482	.005	1,350	1,350	1.5	.005	50
Ramsey (St. Paul).....95	309.9	.235	1,937	86.2	84.9	.90	48.92	190,293	.352	12,672	123	90	278,077	.305	3,224	3,254	43.2	.324	138
Red Lake.....95	7.4	.006	17	1.7	1.7	.99	66.45	1,739	.003	97	110	8	2,336	.003	1,377	1,377	.4	.003	50
Redwood.....95	22.3	.017	26	5.4	5.4	2.66	54.45	7,308	.013	844	124	17	11,376	.012	2,103	2,114	2.5	.013	76
Renville.....95	24.6	.019	25	5.9	5.9	3.10	56.43	7,408	.014	718	102	12	10,158	.011	1,710	1,710	2.3	.013	68
Rice.....95	32.2	.024	65	7.6	7.6	2.39	59.77	10,219	.019	924	122	27	14,051	.015	1,856	1,857	3.8	.017	71
Rock.....97	10.9	.008	23	2.8	2.8	1.37	46.15	3,583	.007	335	109	22	5,088	.006	1,824	1,825	1.4	.007	88
Roseau.....95	15.1	.011	9	3.6	3.6	2.43	74.93	3,342	.006	186	87	9	4,591	.005	1,269	1,274	1.1	.005	45
St. Louis (Duluth).....93	206.9	.157	33	56.6	56.3	7.93	56.88	88,759	.164	5,846	126	67	145,191	.159	2,584	2,571	21.5	.159	101
Scott.....95	15.6	.012	44	3.7	3.7	1.60	66.97	4,470	.008	411	123	17	6,316	.007	1,719	1,721	1.4	.008	67
Sherburne.....95	10.5	.008	24	2.3	2.3	1.21	60.75	2,325	.004	236	140	12	3,056	.003	1,307	1,307	N. A.	.004	50
Sibley.....95	16.6	.013	29	4.0	4.0	2.33	64.29	4,090	.008	433	124	9	6,296	.007	1,559	1,560	1.7	.008	62
Stearns.....95	67.2	.051	50	14.3	14.3	4.69	57.73	20,729	.038	1,653	120	26	32,101	.035	2,247	2,248	7.0	.037	73
Steele.....95	19.7	.015	47	5.0	5.0	1.97	59.26	7,716	.014	675	129	32	10,598	.012	2,120	2,121	2.8	.013	87
Stevens.....95	11.0	.008	19	2.6	2.6	1.34	48.03	3,821	.007	282	117	19	5,028	.006	1,902	1,902	1.4	.006	75
Swift.....95	15.5	.012	21	3.8	3.8	1.88	51.32	4,894	.009	375	114	15	6,951	.008	1,848	1,848	1.6	.008	

Before using these figures, see explanation page 9.



A WAR MESSAGE to ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, in materials, and in money! Every dollar, every dime that is not urgently needed for the civilian necessities of food, clothing, and shelter, must, if we are to secure final Victory, be put into the war effort.

An important part of the billions required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular, week by week, pay-day by pay-day investment of the American people can this be done.

This is the American way to win. This is the way to preserve our democratic way of life.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in a

PAY-ROLL SAVINGS PLAN

The Pay-Roll Savings Plan is simple and efficient. It provides, simply, for regular purchases by your employees of United States Defense Bonds through systematic—yet voluntary—pay-roll allotments. All you do is hold the total funds collected from these pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

The Pay-Roll Savings Plan has the approval of the American Federation of Labor, the Congress for Industrial Organization, and the Railroad Brotherhoods. It is now in effect in several thousand companies varying in number of employees from 3 to over 10,000.

In sending the coupon below, you are under no obligation, other than your own interest in the future of your country, to install the Plan after you have given it your

consideration. You will receive—1, a booklet describing how the Plan works; 2, samples of free literature furnished to companies installing the Plan; 3, a sample employee Pay-Roll Savings authorization card; and 4, the name of your State Defense Bond administrator who can supply experienced aid in setting up the Plan.

To get full facts, send the coupon below—today! Or write, Treasury Department, Section B, 709 Twelfth St., NW., Washington, D. C.

HOW THE PAY-ROLL SAVINGS PLAN HELPS YOUR COUNTRY

- 1 It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
- 2 It gives every American wage earner the opportunity for financial participation in National Defense.
- 3 By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
- 4 It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
- 5 It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
- 6 It helps your employees provide for their future.

MAIL THIS COUPON NOW

Treasury Department, Section B
709-12th St., NW.
Washington, D. C.

We want to do our part. Please
rush full information regarding
the Pay-Roll Savings Plan.

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POSITION.....
COMPANY NAME.....
ADDRESS.....
NUMBER OF EMPLOYEES.....



MAKE EVERY PAY-DAY... BOND DAY!
U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by SALES MANAGEMENT




GPO 16-25943-1 Form No. DSS-BP-2

APRIL 10, 1942

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MINNESOTA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

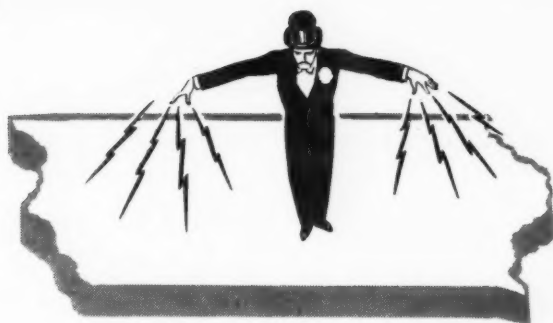
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Washington.....95	26.4	.020	68	6.8	6.8	1.82	69.35	8,210	.015	794	122	33	11,246	.012	1,641	1,642	2.8	.014	70	
Watonswan.....95	13.9	.010	32	3.6	3.6	1.47	58.27	5,000	.009	333	110	21	7,186	.008	2,019	2,020	1.6	.008	80	
Wilkin.....95	10.5	.008	14	2.4	2.4	1.25	50.14	2,797	.005	273	123	20	3,915	.004	1,609	1,610	1.3	.005	63	
Winona.....95	37.8	.029	61	10.0	10.0	2.09	59.90	14,928	.027	930	115	41	20,217	.022	2,024	2,025	5.0	.024	83	
Wright.....95	27.6	.021	41	7.1	7.1	3.80	62.41	7,180	.013	819	122	12	10,481	.012	1,479	1,479	2.8	.013	62	
Yellow Medicine.....95	16.9	.013	22	4.2	4.2	2.22	51.24	4,944	.009	500	124	13	7,596	.008	1,808	1,813	1.9	.009	69	
STATE TOTAL.....	2,792.3	2.121	35	728.4	722.3	197.35	55.24	1,124,997	2.079	85,781	122	47	1,699,998	1.866	2,334	2,345	327.3	1,971	93	

For Minnesota City figures, see page 220.

I O W A—County Data

Adair.....	100	13.2	.010	23	3.8	3.8	2.10	50.81	3,500	.006	288	160	11	5,304	.006	1,410	1,410	1.3	.006	60
Adams.....	100	10.2	.008	24	2.9	2.9	1.58	50.58	2,326	.004	234	124	9	3,660	.004	1,249	1,250	.8	.004	50
Allamakee.....	90	17.2	.013	27	4.5	4.5	2.09	62.07	5,120	.009	341	120	16	6,058	.007	1,346	1,348	1.6	.008	62
Appanoose.....	100	24.2	.018	46	7.0	6.9	2.09	56.09	6,212	.011	453	120	16	9,127	.010	1,309	1,317	1.8	.011	61
Audubon.....	100	11.8	.009	26	3.2	3.2	1.82	50.45	3,525	.007	295	103	19	4,858	.005	1,506	1,508	1.3	.006	67
Benton.....	100	22.9	.017	32	6.4	6.4	2.49	55.38	7,398	.014	684	121	23	9,435	.010	1,466	1,467	2.2	.012	71
Black Hawk (Waterloo).....	92	79.9	.061	141	22.6	22.2	2.49	54.03	40,486	.075	3,065	124	67	58,700	.064	2,595	2,623	12.4	.069	113
Boone.....	100	29.8	.023	52	7.9	7.9	2.50	54.20	9,902	.018	686	109	34	13,162	.014	1,662	1,664	3.7	.016	70
Bremer.....	92	17.9	.014	41	5.0	5.0	2.06	57.11	6,943	.013	550	120	21	8,695	.010	1,752	1,754	2.1	.012	86
Buchanan.....	92	21.0	.016	37	5.3	5.3	2.37	53.57	5,616	.010	613	125	18	7,630	.008	1,427	1,428	1.9	.010	63
Buena Vista.....	97	19.8	.015	35	5.5	5.5	2.11	49.26	8,388	.016	644	99	33	9,753	.011	1,779	1,782	2.8	.014	83
Butler.....	92	18.0	.014	31	5.0	5.0	2.36	52.38	5,021	.009	571	109	12	6,634	.007	1,331	1,332	2.0	.008	67
Calhoun.....	100	17.6	.013	31	4.9	4.9	2.10	50.41	6,029	.011	555	120	25	7,994	.009	1,664	1,645	2.0	.010	77
Carroll.....	100	22.8	.017	40	5.7	5.7	2.12	51.87	8,795	.016	796	120	30	11,226	.012	1,971	1,972	3.0	.014	82
Cass.....	100	18.6	.014	33	5.5	5.5	2.20	48.97	7,980	.015	660	124	27	9,632	.011	1,762	1,763	2.2	.013	83
Cedar.....	89	16.9	.013	29	4.8	4.8	2.23	53.27	5,799	.011	578	129	24	7,535	.008	1,555	1,556	1.6	.010	77
Cerro Gordo.....	101	43.8	.033	76	11.7	11.6	2.00	47.26	21,505	.040	1,415	112	51	32,424	.036	2,773	2,787	6.3	.037	112
Cherokee.....	97	19.3	.015	34	4.6	4.6	1.82	45.72	6,546	.012	631	109	31	8,581	.009	1,863	1,866	2.3	.011	73
Chickasaw.....	90	15.2	.012	30	4.1	4.1	2.05	56.69	4,471	.008	431	123	15	6,189	.007	1,506	1,506	1.5	.008	67
Clarke.....	100	10.2	.008	24	3.0	3.0	1.45	48.21	2,517	.005	172	104	10	3,697	.004	1,213	1,215	1.2	.004	50
Clay.....	97	17.8	.013	31	4.9	4.9	1.84	45.74	8,854	.016	597	113	39	10,672	.012	2,177	2,181	2.6	.014	108
Clayton.....	90	24.3	.018	31	6.6	6.6	2.97	57.79	8,048	.011	620	129	17	8,300	.009	1,248	1,249	2.6	.010	86
Clinton.....	89	44.7	.034	64	12.4	12.4	2.65	56.43	18,689	.035	1,458	128	57	33,703	.037	2,709	2,716	6.3	.036	106
Crawford.....	100	20.5	.016	29	5.4	5.4	2.51	49.02	5,997	.011	457	112	22	8,304	.009	1,549	1,550	2.3	.010	83
Dallas.....	100	24.6	.019	41	7.2	7.1	2.45	50.46	8,374	.015	738	114	33	12,276	.013	1,710	1,721	2.8	.014	74
Davis.....	100	11.1	.008	22	3.2	3.2	1.85	54.01	2,225	.004	216	140	8	3,376	.004	1,053	1,054	1.1	.004	50
Decatur.....	100	14.0	.011	26	4.0	4.0	1.92	50.50	3,290	.006	242	120	10	4,997	.005	1,259	1,259	1.2	.006	55
Delaware.....	90	18.5	.014	32	4.9	4.9	2.25	50.83	4,959	.009	456	112	16	6,894	.008	1,406	1,406	1.8	.009	64
Des Moines.....	87	36.8	.028	90	10.9	10.8	1.73	58.35	16,251	.030	1,457	178	51	28,877	.032	2,655	2,670	5.3	.032	114
Dickinson.....	100	12.2	.009	32	3.3	3.3	1.26	49.42	4,588	.008	342	103	23	5,945	.007	1,805	1,805	1.1	.008	89
Dubuque.....	90	63.8	.048	105	15.9	15.9	2.30	48.55	27,233	.050	1,431	114	52	43,202	.047	2,715	2,718	7.9	.047	98
Emmet.....	100	13.4	.010	34	3.5	3.5	1.31	48.62	5,682	.011	420	109	31	7,030	.008	1,981	1,983	1.6	.009	90
Fayette.....	90	29.2	.022	40	7.9	7.9	3.11	56.86	9,556	.018	718	117	25	13,659	.015	1,725	1,729	3.6	.016	73
Floyd.....	101	20.2	.015	40	5.7	5.7	1.90	52.35	6,888	.013	644	125	33	8,853	.010	1,552	1,552	2.7	.012	80
Franklin.....	100	16.4	.012	28	4.4	4.4	2.16	49.12	5,408	.010	424	110	23	6,036	.007	1,358	1,359	1.8	.009	75
Fremont.....	99	14.6	.011	29	4.1	4.1	1.74	45.35	2,873	.005	391	128	17	4,526	.005	1,092	1,094	1.6	.005	45
Greene.....	100	16.6	.013	29	4.7	4.7	2.18	49.31	5,102	.009	559	122	25	7,096	.008	1,502	1,502	1.9	.009	69
Grundy.....	92	13.5	.010	27	3.7	3.7	1.79	51.39	4,381	.008	489	120	21	5,857	.006	1,582	1,583	1.6	.007	70
Guthrie.....	100	17.2	.013	29	4.9	4.9	2.39	51.52	4,156	.008	464	122	16	6,034	.007	1,234	1,235	1.7	.008	62
Hamilton.....	100	19.9	.015	35	5.4	5.4	2.16	51.12	6,895	.013	572	125	27	8,780	.010	1,632	1,633	2.4	.012	80
Hancock.....	100	15.4	.012	27	4.0	4.0	2.00	51.07	4,721	.009	421	117	19	6,191	.007	1,561	1,563	1.7	.008	67
Hardin.....	100	22.5	.017	39	6.3	6.3	2.06	52.39	9,450	.017	932	118	29	11,208	.012	1,779	1,780	2.8	.015	88
Harrison.....	99	22.8	.017	33	6.1	6.1	2.64	44.65	5,731	.011	447	110	16	7,987	.009	1,300	1,301	2.6	.010	59
Henry.....	87	18.0	.014	41	4.9	4.8	1.87	55.75	4,437	.008	553	141	19	6,353	.007	1,308	1,313	1.7	.008	57
Howard.....	90	13.5	.010	29	3.6	3.6	1.75	55.46	3,785	.007	297	127	15	5,073	.005	1,412	1,413	1.5	.006	60
Humboldt.....	100	13.5	.010	31	3.6	3.6	1.42	53.60	4,213	.008	369	113	26	5,555	.006	1,558	1,559	1.3	.007	70
Ia.....	97	11.0	.008	26	3.0	3.0	1.39	45.77	3,606	.007	390	110	37	5,290	.006	1,749	1,750	1.6	.007	88
Iowa.....	88	17.0	.013	29	4.7	4.7	2.15	55.98	5,756	.011	477	110	17	7,410	.008	1,589	1,590	1.8	.010	77
Jackson.....	89	19.2	.014	30	5.2	5.2	2.23	59.89	6,340	.012	515	133	23	8,708	.010	1,675	1,676	1.8	.011	79

Before using these figures, see explanation page 9.



How can you reach ALL of this enormous Iowa market at ONE LOW COST?

There's only one answer—and the answer is easy. Radio Station WHO is the *only* advertising medium in Iowa that can do an all-coverage job, *regardless* of cost. Yet the cost of WHO is so low that you can actually buy *thirteen* 15-minute programs for as little as \$76 each!

Station WHO is the only 50,000-watt, 1A clear channel station in Iowa. According to the authoritative Iowa Radio Audience Survey, WHO is

heard regularly by 81.5% of all Iowa radio families, daytime

heard regularly by 83.0% of all Iowa radio families, at night

listened-to-most by 52.6% of all Iowa radio families, daytime (twelve other stations *divide* the remaining 40.2%

which are listened-to-most by as much as 1% of all Iowa families)

listened-to-most by 59.5% of all Iowa radio families, at night (nine other stations *divide* the remaining 33.6% which are listened-to-most by as much as 1% of all Iowa families)

This year *especially*, with war-time restrictions on tires and automobiles, you need an Iowa merchandising medium which reaches deeply into the rural and small-town markets. (Des Moines, Iowa's largest city, has only 6.28% of the State's population.) . . . WHO *does* reach deeply into Iowa's small-town and rural markets—gets 42.7% of the total listening time (day and night) in Iowa urban centers, 50.3% in Iowa villages, 49% on Iowa farms. . . .

From every angle, and on every count, WHO is *your* medium for Iowa. May we prove it to you? Or just ask Free & Peters.

WHO

+ for IOWA PLUS! +

DES MOINES . . .
50,000 WATTS



J. O. MALAND,
MANAGER

FREE & PETERS, INC.

National Representatives

I O W A—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT, INC.

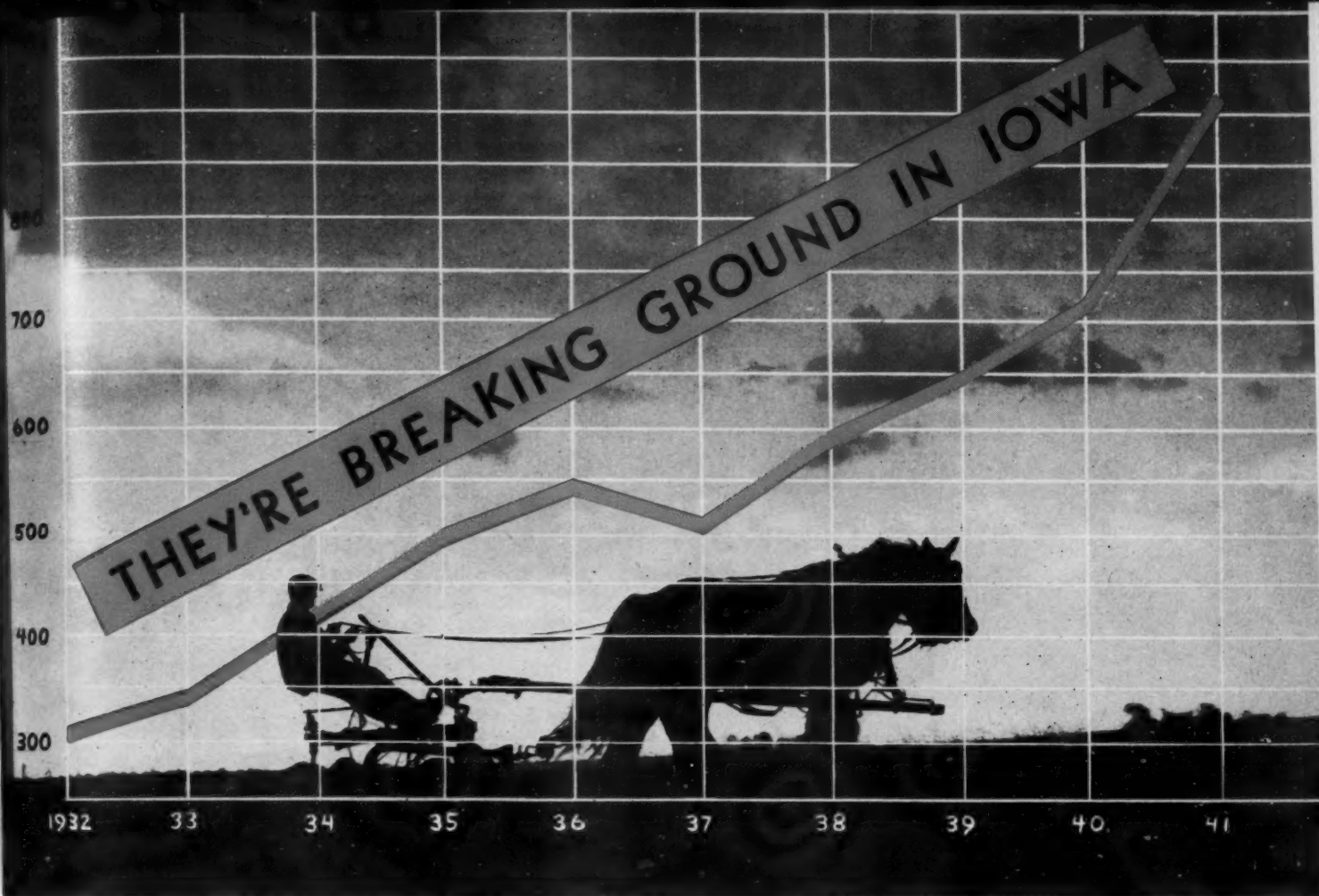
COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thou- sands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thou- sands)	White Fami- lies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes	Dollars (in thou- sands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thou- sands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Jasper.....100	31.5	.024	43	8.8	8.8	2.99	51.49	9,155	.017	892	119	29	16,307	.018	1,843	1,847	5.2	.018	75
Jefferson.....87	15.8	.012	36	4.6	4.6	1.78	52.45	4,916	.009	424	115	26	6,978	.008	1,504	1,508	1.9	.009	75
Johnson.....88	33.2	.025	54	9.4	9.3	2.57	51.74	15,635	.029	1,042	122	55	22,193	.024	2,372	2,378	6.4	.026	104
Jones.....88	20.0	.015	34	5.1	5.1	2.14	54.02	5,811	.011	511	118	19	7,555	.008	1,469	1,470	2.0	.010	67
Keokuk.....100	18.4	.014	32	5.5	5.5	2.53	61.27	5,437	.010	579	125	14	7,206	.008	1,305	1,306	1.7	.009	64
Kossuth.....100	26.6	.020	27	6.5	6.5	3.11	48.56	8,741	.016	777	112	25	10,870	.012	1,669	1,671	3.0	.014	70
Lee.....87	41.1	.031	79	11.4	11.1	2.11	54.15	13,602	.025	1,055	133	50	25,185	.028	2,204	2,244	4.9	.027	87
Linn (Cedar Rapids).....88	89.1	.068	125	26.4	26.1	3.73	54.17	44,802	.083	3,395	129	63	79,384	.087	3,009	3,023	15.0	.085	125
Louisia.....87	11.4	.009	28	3.3	3.3	1.31	51.24	3,438	.006	383	127	22	4,817	.005	1,475	1,476	1.0	.006	67
Lucas.....100	14.6	.011	34	4.2	4.1	1.66	51.25	4,071	.006	304	112	17	6,076	.007	1,451	1,477	1.4	.007	64
Lyon.....97	15.4	.012	28	3.8	3.8	1.87	46.26	3,743	.007	375	102	20	5,570	.006	1,477	1,477	1.7	.007	58
Madison.....100	14.5	.011	26	4.2	4.2	2.09	50.68	3,993	.007	304	106	14	5,892	.006	1,398	1,398	1.5	.007	64
Mahaska.....100	26.5	.020	48	7.7	7.6	2.73	53.46	8,768	.016	621	121	24	13,590	.015	1,768	1,774	3.1	.015	75
Marion.....100	27.0	.021	48	7.3	7.3	2.46	52.60	7,990	.015	550	116	18	9,568	.010	1,311	1,314	2.6	.012	57
Marshall.....100	35.4	.027	62	9.7	9.6	2.30	50.35	15,418	.028	1,128	111	41	20,375	.022	2,100	2,112	4.9	.025	93
Mills.....99	15.1	.011	35	3.7	3.6	1.50	48.17	3,634	.007	332	104	19	5,360	.006	1,464	1,468	1.3	.007	64
Mitchell.....101	14.1	.011	30	3.8	3.8	1.74	56.80	4,381	.008	398	108	22	6,085	.007	1,588	1,589	1.6	.008	73
Monona.....97	18.2	.014	27	4.9	4.9	2.09	45.30	4,863	.009	443	113	18	6,929	.008	1,425	1,419	1.9	.009	64
Monroe.....100	14.6	.011	34	4.0	3.9	1.64	53.86	3,177	.006	260	109	13	4,502	.005	1,136	1,148	1.1	.005	45
Montgomery.....99	15.7	.012	37	4.8	4.6	1.83	50.46	5,842	.011	500	122	34	8,137	.009	1,767	1,770	1.9	.010	83
Muscatine.....89	31.3	.024	71	9.3	9.2	1.74	51.58	12,106	.022	886	121	40	18,413	.020	1,989	1,992	3.5	.021	88
O'Brien.....97	19.3	.015	34	5.2	5.2	1.99	49.72	7,566	.014	585	101	32	10,097	.011	1,947	1,950	2.2	.013	87
Osceola.....97	10.6	.008	27	2.7	2.7	1.31	48.08	3,454	.006	300	97	24	4,651	.005	1,730	1,732	1.3	.006	75
Page.....99	24.9	.019	47	6.7	6.6	2.10	49.10	12,221	.023	715	131	26	14,446	.016	2,163	2,172	3.1	.019	100
Palo Alto.....100	16.2	.012	29	4.0	4.0	1.86	48.62	5,271	.010	414	121	20	6,901	.007	1,721	1,722	1.7	.008	67
Plymouth.....97	23.5	.018	27	6.0	6.0	2.84	48.74	6,869	.013	628	118	21	8,858	.010	1,476	1,477	2.9	.012	67
Pocahontas.....100	16.3	.012	28	4.2	4.2	2.04	48.88	4,860	.009	588	125	29	6,900	.007	1,641	1,642	3.3	.008	67
Polk (Des Moines).....100	195.8	.149	330	56.5	54.6	3.14	51.29	100,319	.186	7,438	113	80	172,348	.189	3,050	3,110	28.5	.187	126
Pottawattamie.....99	66.8	.051	71	18.5	18.2	3.79	50.74	21,836	.040	1,671	117	42	43,897	.048	2,377	2,392	9.0	.044	86
Poweshiek.....100	18.8	.014	32	5.4	5.4	2.16	51.77	6,354	.012	614	110	28	10,003	.011	1,863	1,865	2.3	.012	86
Ringgold.....100	11.1	.009	21	3.3	3.3	1.85	48.68	2,100	.004	213	122	7	3,522	.004	1,079	1,079	1.1	.004	44
Sac.....97	17.6	.013	31	4.8	4.8	2.06	50.39	5,861	.011	584	104	28	8,171	.009	1,716	1,716	2.2	.010	77
Scott (Davenport).....89	84.7	.064	187	24.2	23.9	2.29	46.28	43,500	.081	3,236	132	74	72,791	.080	3,012	3,031	11.5	.080	125
Shelby.....99	16.7	.013	29	4.3	4.3	2.15	49.85	5,079	.009	471	120	19	7,275	.008	1,710	1,711	1.8	.009	69
Sioux.....97	27.2	.021	38	6.6	6.6	3.03	50.90	7,083	.013	655	107	15	9,049	.010	1,361	1,362	2.7	.012	57
Story.....100	33.4	.025	59	9.3	9.3	2.29	52.62	15,331	.028	1,175	102	55	21,058	.023	2,268	2,272	5.1	.025	100
Tama.....100	22.4	.017	31	6.2	6.1	2.72	58.07	6,588	.012	666	108	25	9,002	.010	1,443	1,456	2.5	.011	85
Taylor.....100	14.3	.011	27	4.2	4.2	2.21	51.20	2,845	.005	277	99	7	4,427	.005	1,060	1,062	1.5	.005	45
Union.....100	16.3	.012	38	4.8	4.8	1.60	51.38	5,652	.011	450	127	25	7,674	.008	1,583	1,585	2.3	.010	83
Van Buren.....87	12.1	.009	25	3.7	3.7	1.76	57.64	2,329	.004	229	115	9	3,886	.004	1,050	1,051	.9	.004	44
Wapello.....91	44.3	.034	101	12.8	12.7	2.01	56.03	16,320	.030	1,193	127	45	28,739	.031	2,239	2,254	4.7	.030	88
Warren.....100	17.7	.014	31	5.1	5.1	2.49	52.66	4,211	.008	456	129	17	6,195	.007	1,212	1,213	2.0	.008	57
Washington.....87	20.1	.015	35	5.7	5.7	2.26	55.92	7,372	.014	550	111	25	9,741	.011	1,695	1,698	2.2	.012	80
Wayne.....100	13.3	.010	25	4.0	4.0	1.74	52.79	2,804	.005	243	119	8	4,394	.005	1,094	1,095	1.1	.005	50
Webster.....100	41.5	.032	58	11.4	11.3	2.68	48.42	20,130	.037	1,153	100	45	29,843	.033	2,624	2,630	6.2	.034	106
Winnebago.....100	14.0	.011	35	3.6	3.5	1.64	50.13	5,274	.010	374	107	18	6,909	.007	1,943	1,947	1.6	.008	73
Winneshek.....90	22.3	.017	32	5.8	5.8	2.89	60.39	6,369	.012	441	136	17	8,302	.009	1,430	1,431	2.4	.010	59
Woodbury (Sioux City).....97	103.6	.079	120	28.4	28.1	3.19	42.06	49,842	.092	2,715	114	56	87,329	.096	3,076	3,095	15.3	.091	115
Worth.....101	11.5	.009	29	3.0	3.0	1.53	51.50	2,888	.005	272	124	19	4,275	.005	1,422	1,425	1.4	.005	56
Wright.....100	20.0	.015	35	5.4	5.4	1.99	48.20	6,572	.012	575	107	36	9,856	.011	1,811	1,812	2.5	.012	80
STATE TOTAL.....	2,538.3	1.928	45	701.8	696.3	213.32	51.51	950,000	1.756	74,798	118	38	1,439,997	1.580	2,052	2,061	317.8	1.673	87

For Iowa City figures, see page 221.

Before using these figures, see explanation page 9.

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for a BILLION DOLLAR Crop

WMT

600 kc.

IOWA'S Finest Frequency

Gives you

the greatest daytime coverage of any Station in Iowa, regardless of power.

IOWA Farm Income for 1941 far exceeded all estimates and finally reached the staggering total of \$919,515,000, Two Hundred Million Dollars more than 1940, more than any year since World War I. And now comes World War II with demands for "Food and More Food." Present estimate of Iowa Farm Income for 1942, more than a Billion Dollars.

More important, however, to those who have merchandise to sell than the dollars Iowa Farmers take in, is what those dollars will buy. Purchasing power in Iowa and the Corn Country has been spiraling upward, is far above the boom year of 1929.

Yes, the Iowa Farmer is a most promising prospect now if you're interested in selling merchandise. But to reach him requires Wide Coverage—that's where WMT comes in. With the Finest Frequency in Iowa, 600 on the dial, it has by far the greatest daytime coverage of any station in Iowa, irrespective of power, and the rates are not 50,000 watt rates but 5,000 watt rates, *lowest per farm family in the State*. You can reach these prosperous farmers in Iowa and the Corn Country economically by using WMT, "The Voice of Iowa," now. The formula is Sales Power not just power.

ASIC COLUMBIA NETWORK

EDAR RAPIDS

00 Watts Day and Night • 600 K.C.

WMT




A COWLES STATION

WATERLOC

Represented by the Katz Agen

MISSOURI—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fam- ilies Est'd (in thous- ands)	White Fam- ilies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er Index
Adair.....102	20.2	.015	35	6.1	6.1	2.21	51.94	6,740	.012	513	122	23	10,281	.011	1,682	1,688	2.0	.012	80	
Andrew.....106	13.0	.010	30	3.9	3.9	2.23	51.25	1,978	.004	205	135	7	2,932	.003	753	754	1.5	.004	40	
Atchison.....106	12.9	.010	24	3.6	3.6	1.51	43.93	3,370	.006	346	114	16	5,121	.006	1,429	1,429	1.4	.006	60	
Audrain.....102	22.7	.017	33	6.8	6.2	2.11	46.02	6,863	.013	637	130	24	10,254	.011	1,514	1,585	2.6	.012	71	
Barry.....103	23.5	.018	29	6.3	6.3	3.34	58.65	4,151	.008	353	119	9	6,393	.007	1,019	1,019	2.1	.008	44	
Barton.....105	14.1	.011	24	4.2	4.2	1.99	51.25	2,636	.005	236	133	7	4,035	.004	968	968	N. A.	.005	45	
Bates.....105	19.5	.015	23	5.9	5.9	3.01	49.01	3,994	.007	373	135	7	6,390	.007	1,077	1,080	.6	.007	47	
Benton.....102	11.1	.008	15	3.2	3.1	2.12	59.48	1,919	.004	102	110	4	2,962	.003	936	940	.9	.003	38	
Bollinger.....102	12.9	.010	21	3.2	3.2	2.18	66.05	1,064	.002	84	131	1	1,828	.002	573	573	N. A.	.002	20	
Boone.....102	35.0	.026	51	10.5	9.5	2.84	47.03	14,816	.027	1,069	113	47	22,140	.024	2,111	2,232	4.4	.025	96	
Buchanan (St. Joseph).....106	94.1	.071	229	26.8	25.9	2.44	40.05	37,466	.069	2,128	111	45	62,553	.069	2,333	2,379	10.6	.067	94	
Butler.....102	34.3	.026	48	8.5	7.8	3.37	50.17	7,344	.014	491	119	13	11,241	.012	1,329	1,391	2.4	.013	50	
Caldwell.....105	11.6	.009	27	3.6	3.6	1.80	49.10	2,746	.005	328	105	6	4,119	.005	1,141	1,144	1.0	.005	56	
Callaway.....102	23.1	.018	28	5.8	5.2	2.83	52.93	4,556	.008	416	123	19	6,919	.008	1,191	1,265	1.7	.008	44	
Camden.....103	.90	.007	14	2.4	2.4	1.31	57.81	1,004	.002	107	191	3	1,585	.002	660	661	N. A.	.002	29	
Cape Girardeau.....102	37.8	.029	66	9.8	9.4	2.66	56.25	14,006	.026	1,002	116	26	21,504	.024	2,189	2,247	3.5	.025	86	
Carroll.....105	17.0	.014	26	5.3	5.1	2.67	49.06	3,974	.007	352	104	14	6,857	.008	1,295	1,317	1.7	.008	57	
Carter.....102	6.2	.005	12	1.5	1.5	.66	54.48	735	.001	40	105	3	1,134	.001	752	752	N. A.	.001	20	
Cass.....105	19.5	.015	28	5.9	5.9	2.80	50.90	4,717	.009	523	119	13	7,401	.008	1,251	1,258	2.1	.009	60	
Cedar.....105	11.7	.009	24	3.5	3.5	1.96	57.51	1,725	.003	202	137	2	2,974	.003	853	853	N. A.	.003	33	
Chariton.....105	18.1	.014	24	5.2	4.8	2.77	53.94	3,329	.006	313	103	7	5,155	.006	993	1,037	1.5	.006	43	
Christian.....103	13.5	.010	24	3.7	3.7	2.46	64.45	1,638	.003	149	124	3	2,807	.003	753	754	N. A.	.003	30	
Clark.....102	10.2	.008	20	3.1	3.1	1.67	59.12	1,975	.004	155	120	5	2,963	.003	955	957	.9	.004	50	
Clay.....105	30.4	.023	74	9.2	8.9	1.94	54.81	12,863	.024	1,443	124	35	18,726	.021	2,035	2,067	4.2	.024	104	
Clinton.....105	13.3	.010	32	4.1	3.9	1.58	49.52	3,925	.007	404	112	.15	6,062	.007	1,492	1,526	1.4	.007	70	
Cole.....102	34.9	.026	91	8.3	7.9	1.72	50.38	13,426	.025	1,111	124	55	20,455	.022	2,475	2,535	4.5	.024	92	
Cooper.....102	18.1	.014	32	5.0	4.4	2.07	50.60	4,715	.009	335	129	19	7,313	.008	1,470	1,573	1.9	.008	57	
Crawford.....102	12.7	.010	17	3.4	3.4	1.88	55.94	2,297	.004	248	143	6	3,489	.004	1,039	1,040	N. A.	.004	40	
Dade.....103	11.2	.009	22	3.3	3.2	2.08	58.07	1,509	.003	121	112	3	2,629	.003	805	811	N. A.	.003	33	
Dallas.....103	11.5	.009	22	3.1	3.1	1.92	61.89	1,223	.002	190	138	1	1,965	.002	641	641	.9	.002	22	
Davies.....105	13.4	.010	24	4.1	4.1	2.37	50.75	2,114	.004	238	110	6	3,450	.004	836	839	.8	.004	40	
De Kalb.....106	9.8	.007	23	3.0	2.9	1.78	52.01	1,638	.003	129	108	5	2,866	.003	971	972	.9	.003	43	
Dent.....102	11.8	.009	16	3.1	3.1	1.75	56.28	2,515	.005	201	173	7	4,203	.005	1,336	1,336	.8	.005	56	
Douglas.....103	15.6	.012	19	3.8	3.8	2.82	66.03	1,561	.003	87	132	1	2,447	.003	647	648	N. A.	.003	25	
Dunklin.....102	45.0	.034	1	11.0	10.7	3.48	32.65	9,996	.019	773	117	8	15,962	.018	1,449	1,470	N. A.	.019	56	
Franklin.....102	33.9	.026	36	9.2	9.0	3.38	58.66	9,294	.017	863	138	17	13,921	.015	1,511	1,526	3.5	.016	62	
Gasconade.....102	12.4	.009	24	3.4	3.4	1.56	61.14	2,835	.005	247	102	15	4,222	.005	1,232	1,232	1.2	.005	56	
Gentry.....106	13.4	.010	27	4.0	4.0	2.02	51.51	2,701	.005	369	139	11	4,036	.004	1,007	1,007	1.4	.005	50	
Greene (Springfield).....103	90.5	.069	134	26.6	26.0	4.36	49.17	35,333	.085	2,507	130	30	53,879	.059	2,025	2,052	10.2	.062	90	
Grundy.....105	15.7	.012	36	4.9	4.9	1.84	49.17	4,084	.008	364	121	20	6,309	.007	1,289	1,294	1.7	.008	67	
Harrison.....106	16.5	.013	23	4.9	4.9	2.83	49.83	3,823	.007	282	107	6	5,732	.006	1,165	1,166	1.4	.007	54	
Henry.....105	22.3	.017	30	6.8	6.7	2.76	53.87	5,656	.010	571	137	15	9,706	.010	1,428	1,444	2.1	.011	65	
Hickory.....103	6.5	.005	16	1.9	1.9	1.39	56.79	557	.001	54	123	2	954	.001	506	506	N. A.	.001	20	
Holt.....106	12.5	.010	27	3.7	3.7	1.59	48.28	2,483	.005	237	115	9	3,735	.004	1,018	1,020	1.2	.005	50	
Howard.....105	13.0	.010	28	3.8	3.3	1.61	52.24	2,644	.005	236	117	19	4,013	.004	1,046	1,141	1.2	.005	50	
Howell.....103	22.3	.017	24	5.9	5.9	3.25	58.95	4,713	.009	341	118	7	7,241	.008	1,218	1,223	1.5	.008	47	
Iron.....102	10.4	.008	19	2.5	2.5	1.20	56.05	1,507	.003	209	145	6	2,339	.003	925	930	N. A.	.003	38	
Jackson (Kansas City).....105	477.8	.363	792	144.5	130.9	3.87	35.04	296,828	.549	20,926	132	75	451,884	.496	3,127	3,303	76.8	.518	143	
Jasper.....104	78.7	.060	123	23.5	23.1	3.05	49.77	32,252	.080	2,343	121	28	49,470	.054	2,106	2,125	9.7	.057	95	
Jefferson.....102	32.0	.024	48	8.8	8.5	2.64	59.58	7,794	.014	940	125	29	12,582	.014	1,431	1,457	2.9	.015	63	
Johnson.....105	21.6	.016	26	6.4	6.1	3.06	53.24	5,068	.009	429	93	16	8,305	.009	1,308	1,339	2.2	.009	56	
Knox.....102	8.9	.007	17	2.7	2.7	1.62	54.18	1,460	.003	115	87	3	2,596	.003	948	953	.7	.003	43	
Laclede.....103	18.7	.014	24	5.0	5.0	2.72	55.95	3,784	.007	354	170	7	5,647	.006	1,121	1,129	1.5	.007	50	
Lafayette.....105	27.9	.021	44	8.0	7.5	2.80	50.01	7,162	.013	579	109	17	10,827	.012	1,347	1,403	2.6	.013	62	
Lawrence.....103	24.6	.019	40	6.9	6.9	3.07	58.59	4,559	.008	369	119	8	7,032	.008	1,014	1,015	1.9	.008	42	
Lewis.....78	11.5	.009	23	3.8	3.5	1.70	54.17	2,309	.004	271	134	11	3,574	.004	983	1,008	1.1			

Before using these figures, see explanation page 9.

A Market Is As Big As Its Best Newspaper Makes It



The St. Louis Market Is Defined by the Influence of The Globe-Democrat

IT'S such a simple thing, after all. . . . If a newspaper's influence is so powerful and so significant that that newspaper is in demand, not only in the city where it is published, but far, far beyond—

—then that newspaper's own sales set the pace for the sales of advertisers who use its columns to follow it throughout that market.

The St. Louis Globe-Democrat is in demand every day in the week—daily and Sunday—throughout St. Louis and on beyond—in 87 counties on both sides of the Mississippi River, in Missouri and Illinois.

This demand is so great in this wealthy market, that in 266 bustling towns the daily Globe-Democrat is read by 50% or more of the families.

You well know, without our telling you, that the families in these busy towns who demand the Globe-Democrat are the *leaders*—the *pace-setters*—the *bell-wethers*. They are the people who *have* things, *buy* things, *enjoy* things, . . . and make others want things.

They buy St. Louis' best newspaper.

They are the best customers in their communities.

As you know, this great *plus* market is called The 49th State. But it is more than just a name. It's the biggest sales opportunity around St. Louis.

It has helped build the tremendous power of The Globe-Democrat—the only newspaper that even claims to serve it. . . . And it's here for you to cover with sales.

The formula is very simple:

Just share the influence of St. Louis' most far-reaching newspaper.

St. Louis Globe-Democrat
The Newspaper of The 49th State

MISSOURI—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occupied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thousands of \$1,500 Pre- ferred Families	National Buying Power, %	Buy- ing Pow- er In- dex
Madison.....102	9.7	.007	20	2.5	2.5	.95	60.76	1,959	.004	181	119	11	3,021	.003	1,215	1,224	N. A.	.003	43
Marion.....102	8.6	.007	16	2.2	2.2	1.57	62.62	471	.001	63	141	3	787	.001	382	382	.6	.001	14
Marion.....102	31.6	.024	72	9.4	8.7	1.64	47.98	11,363	.021	730	106	31	19,391	.021	2,064	2,147	4.0	.021	88
Mercer.....105	8.8	.007	19	2.6	2.6	1.79	55.62	1,534	.003	142	129	5	2,364	.003	901	901	N. A.	.003	43
Miller.....102	14.8	.011	25	3.9	3.9	2.14	58.72	2,809	.005	262	153	11	4,305	.005	1,100	1,102	1.9	.005	45
Mississippi.....102	23.2	.018	56	5.7	4.1	2.32	22.40	4,597	.008	436	112	8	7,195	.008	1,260	1,505	N. A.	.008	44
Moniteau.....102	11.8	.009	28	3.4	3.3	1.70	62.10	2,669	.005	267	127	10	3,986	.004	1,165	1,179	1.0	.005	56
Monroe.....102	13.2	.010	20	4.1	3.9	2.33	55.61	3,052	.005	272	133	13	4,641	.005	1,137	1,166	1.0	.006	60
Montgomery.....102	12.4	.009	23	3.8	3.6	1.93	59.44	2,438	.005	198	134	8	3,658	.004	966	999	1.0	.004	44
Morgan.....102	11.1	.008	19	3.0	3.0	1.83	54.10	2,287	.004	130	126	5	3,504	.004	1,150	1,164	N. A.	.004	50
New Madrid.....102	39.8	.030	59	9.4	7.8	3.47	22.83	6,456	.012	565	104	6	9,846	.011	1,053	1,162	N. A.	.012	40
Newton.....104	29.0	.022	46	8.0	7.9	3.51	54.90	5,385	.010	406	119	7	6,305	.009	1,041	1,047	2.2	.009	41
Nodaway.....106	25.6	.019	29	7.4	7.4	3.43	48.20	6,990	.013	645	123	13	10,481	.012	1,421	1,423	2.7	.013	68
Oregon.....103	13.4	.010	17	3.3	3.3	2.01	62.89	1,741	.003	133	136	8	3,003	.003	905	905	N. A.	.003	30
Osage.....102	12.4	.009	21	3.0	3.0	1.86	68.44	1,321	.002	140	157	6	2,200	.002	742	744	.8	.002	22
Ozark.....103	10.8	.008	14	2.6	2.6	2.12	68.69	655	.001	35	125	1	1,127	.001	433	433	N. A.	.001	13
Pemiscot.....102	46.9	.035	96	11.7	8.8	3.00	20.85	9,229	.017	714	105	9	14,211	.015	1,216	1,410	3.7	.016	46
Perry.....102	15.4	.012	32	3.7	3.7	1.86	64.88	3,258	.006	169	106	10	5,032	.006	1,353	1,357	1.2	.006	50
Pettis.....105	33.3	.025	49	9.9	9.1	2.53	47.35	10,558	.020	751	94	25	16,436	.018	1,665	1,736	3.5	.019	76
Phelps.....102	17.4	.013	26	4.9	4.9	1.92	52.22	4,683	.009	645	220	19	7,076	.008	1,451	1,455	1.7	.009	69
Pike.....102	18.3	.014	27	5.8	5.1	2.12	52.63	4,567	.008	468	110	17	7,033	.008	1,222	1,301	1.5	.008	57
Platte.....105	13.9	.011	34	4.1	4.0	2.07	51.08	2,868	.005	411	131	20	4,325	.005	1,049	1,062	1.3	.006	55
Polk.....103	17.4	.013	27	4.9	4.9	3.06	59.48	3,201	.006	424	108	4	4,985	.005	1,008	1,008	1.4	.006	46
Pulaski.....103	10.8	.008	20	2.9	2.9	1.57	55.21	2,072	.004	384	323	4	3,114	.003	1,065	1,065	N. A.	.004	50
Putnam.....105	11.3	.009	22	3.3	3.2	2.01	57.92	1,548	.003	135	121	3	2,371	.003	729	729	.8	.003	33
Ralls.....102	10.0	.008	21	3.0	2.8	1.62	55.17	1,160	.002	137	105	6	2,004	.002	677	694	.9	.002	25
Randolph.....102	24.5	.019	51	7.6	7.2	2.01	51.41	7,359	.014	618	128	33	12,269	.013	1,605	1,665	3.0	.014	74
Ray.....105	18.6	.014	32	5.6	5.3	2.47	50.96	3,402	.006	308	114	13	5,393	.006	970	991	1.6	.006	43
Reynolds.....102	9.4	.007	11	2.2	2.2	1.28	54.37	759	.001	63	137	3	1,222	.001	559	559	N. A.	.001	14
Ripley.....102	12.6	.010	20	3.1	3.1	1.94	59.45	1,618	.003	87	99	4	2,495	.003	801	801	N. A.	.003	30
St. Charles.....102	25.6	.019	46	6.8	6.5	2.19	53.20	7,508	.014	972	168	29	12,500	.014	1,841	1,887	2.4	.015	79
St. Clair.....105	13.1	.010	19	3.8	3.7	2.31	52.85	1,623	.003	160	151	4	2,607	.003	687	692	.9	.003	30
St. Francois.....102	36.0	.027	79	8.8	8.8	1.47	57.74	10,213	.019	1,013	116	27	16,104	.018	1,824	1,832	2.7	.019	70
*St. Louis (St. Louis).....102	1,090.3	.828	1,964	308.4	275.8	3.34	34.44	513,644	.949	44,855	121	87	955,899	1.049	3,100	3,296	185.2	1.012	122
Ste. Genevieve.....102	10.9	.008	22	2.6	2.6	1.32	66.34	2,162	.004	181	103	16	3,349	.004	1,267	1,278	.8	.004	50
Saline.....105	29.4	.022	39	8.2	7.4	2.64	47.87	7,222	.013	702	101	19	11,880	.013	1,452	1,530	3.0	.013	59
Schuyler.....102	6.6	.005	22	2.0	2.0	1.19	64.17	1,394	.003	141	114	4	2,106	.002	1,029	1,029	.6	.003	60
Scotland.....102	8.6	.006	19	2.6	2.6	1.58	60.44	1,800	.003	192	125	5	2,706	.003	1,027	1,028	.8	.003	50
Scott.....102	30.4	.023	73	7.7	7.1	1.83	39.14	7,239	.013	759	132	20	11,109	.012	1,440	1,512	2.4	.013	57
Shannon.....107	11.8	.009	12	2.8	2.8	1.69	54.04	1,143	.002	71	125	2	1,755	.002	616	616	N. A.	.002	22
Shelby.....78	11.2	.009	22	3.6	3.5	1.82	57.29	2,742	.005	249	132	9	4,172	.005	1,168	1,187	.9	.005	56
Stoddard.....102	33.0	.025	39	8.0	7.6	3.96	40.33	4,444	.008	391	125	5	6,712	.007	837	862	N. A.	.008	32
Stone.....103	11.3	.009	22	2.9	2.9	1.87	60.22	1,275	.002	108	138	5	1,888	.002	650	650	N. A.	.002	22
Sullivan.....105	13.7	.010	21	4.0	4.0	2.43	54.60	1,777	.003	168	98	5	3,064	.003	772	773	.9	.003	30
Taney.....103	10.3	.008	16	2.8	2.8	1.50	58.35	1,451	.003	112	184	3	2,417	.003	876	876	.7	.003	38
Texas.....103	19.8	.015	17	5.1	5.1	3.43	65.12	3,284	.006	274	135	3	5,078	.006	995	995	N. A.	.006	40
Vernon.....105	25.6	.019	31	7.1	7.1	3.20	51.04	5,717	.011	387	111	15	9,277	.010	1,308	1,310	2.4	.010	53
Warren.....102	7.7	.006	18	2.2	2.1	1.20	62.07	1,470	.003	159	151	10	2,336	.003	1,056	1,076	.6	.003	50
Washington.....102	17.5	.013	23	4.1	4.1	1.43	42.75	2,057	.004	136	139	5	3,125	.003	759	765	N. A.	.003	21
Wayne.....102	12.8	.010	17	3.1	3.1	1.57	55.28	1,750	.003	128	119	5	2,306	.002	740	741	N. A.	.002	20
Webster.....103	17.2	.013	29	4.5	4.5	2.82	58.11	3,220	.006	267	127	4	5,042	.005	1,111	1,112	N. A.	.005	38
Worth.....106	6.3	.004	24	1.8	1.8	1.08	51.78	1,287	.002	143	144	4	1,882	.002	1,031	1,031	.6	.002	50
Wright.....103	18.0	.014	26	4.7	4.7	2.91	62.78	3,333	.006	267	136	3	5,156	.006	1,088	1,095	N. A.	.006	43
STATE TOTAL.....	3,784.7	2.874	55	1068.6	999.5	256.10	44.26	1,349,992	2.495	111,879	123	45	2,250,003	2.469	2,105	2,185	429.3	2.502	87

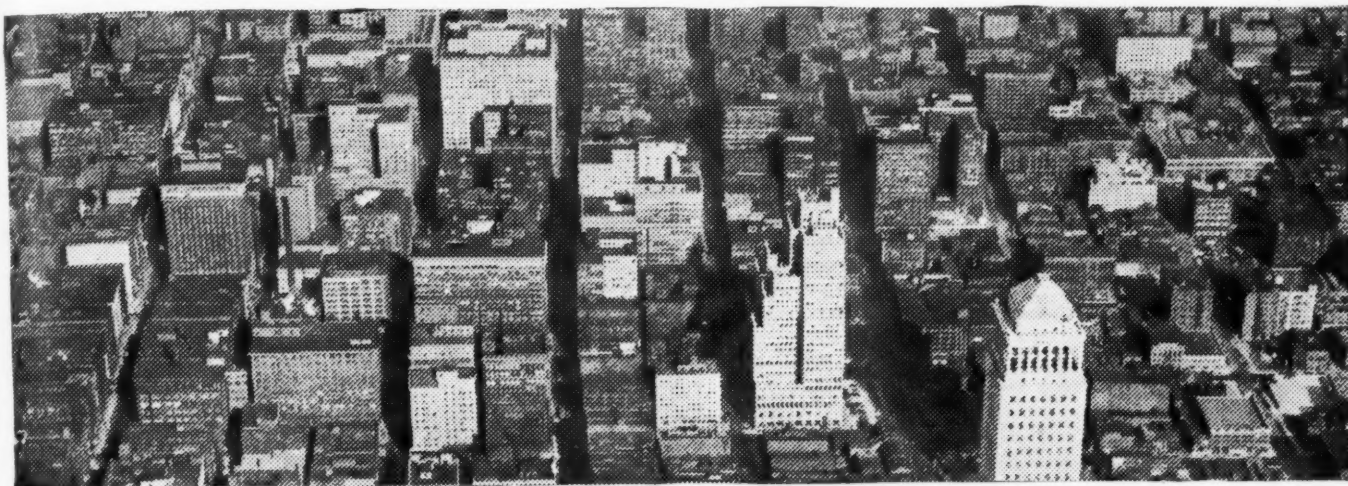
*St. Louis County combined with the City of St. Louis.

For Missouri City figures, see page 222.

Before using these figures, see explanation page 9.

Please do not attempt to use these figures before reading the complete explanation on page 9 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

More People Are Working, Making More Money and Spending It in the Prosperous St. Louis Market Than Ever Before



Sell Them With the St. Louis Star-Times As Your Basic Advertising Medium

Sales in St. Louis are soaring. This rich market isn't experiencing any fly-by-night boom, but is enjoying a steady, solid growth. Large war-scale spending in St. Louis' many and diversified industries provides a tremendous plus market for you.

Retail sales for St. Louis show a 37% increase for January, 1942, over January, 1941, as compared with an 18% increase for the country as a whole, as shown by the U. S. Dept. of Census Reports. The St. Louis Star-Times is growing, too, with an **ALL-TIME CIRCULATION HIGH OF 175,333*** for the three-month period ending February 28, 1942. February was the 40th consecutive month in which St. Louis Star-Times circulation showed an increase over the same month of the previous year.

80.4% of the St. Louis Star-Times circulation is concentrated within a 40-mile radius from St. Louis, where heavy advertising impact is most important. Let a Star-Times representative show you how to make your sales message ring the bell in this prosperous market.




* Figures from Star-Times Records

St. Louis Star-Times

Nationally represented by the George A. McDevitt Co. The St. Louis Star-Times owns and operates KXOK, Blue Network, 630 kilocycles, 5000 watts day and night

NORTH DAKOTA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940						RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Tho- sands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index
Adams.....96	4.7	.004	5	1.1	1.1	.75	56.40	1,300	.002	92	108	13	1,874	.002	1,631	1,631	.5	.002	50
Barnes.....96	17.8	.013	12	4.4	4.4	2.00	40.78	6,142	.011	366	117	19	8,517	.009	1,916	1,918	2.1	.010	77
Benson.....96	12.6	.010	9	2.8	2.6	1.65	50.81	2,224	.004	181	94	8	2,940	.003	1,040	1,091	1.1	.004	40
Billings.....96	2.5	.002	2	.6	.6	.47	50.89	134	26	153	5	191	340	340	N. A.
Bottineau.....96	13.2	.010	8	3.3	3.3	2.22	51.89	3,285	.006	337	142	10	4,185	.005	1,249	1,251	1.2	.006	60
Bowman.....96	3.9	.003	3	1.0	1.0	.66	58.37	1,402	.002	103	124	16	1,706	.002	1,652	1,653	.3	.002	67
Burke.....96	7.7	.006	7	2.0	2.0	1.20	53.44	1,510	.003	121	101	10	2,091	.002	1,051	1,052	.6	.002	33
Burleigh.....96	22.7	.017	14	5.5	5.4	1.21	39.89	12,165	.022	853	133	59	14,753	.016	2,696	2,707	3.8	.019	112
Cass.....96	52.8	.040	30	13.2	13.2	2.59	41.25	31,505	.058	2,011	131	65	39,283	.043	2,971	2,975	10.0	.050	125
Cavalier.....96	13.9	.010	9	3.1	3.1	2.10	52.21	3,174	.008	215	142	7	3,916	.004	1,256	1,258	.8	.006	60
Dickey.....96	9.7	.007	9	2.4	2.4	1.27	46.91	2,670	.005	230	119	14	3,662	.004	1,542	1,542	1.1	.005	71
Divide.....96	7.1	.005	5	1.9	1.9	1.31	55.75	1,595	.003	115	121	9	2,169	.002	1,155	1,156	.8	.002	40
Dunn.....96	8.4	.006	4	1.8	1.7	1.36	57.61	1,008	.002	99	150	2	1,521	.002	838	858	.6	.002	33
Eddy.....96	5.7	.004	9	1.4	1.3	.68	41.16	1,974	.004	114	104	14	2,742	.003	2,012	2,024	.6	.003	75
Emmons.....96	11.7	.009	8	2.3	2.3	1.41	51.32	1,769	.003	195	181	4	2,647	.003	1,167	1,168	.6	.003	33
Foster.....96	5.8	.004	9	1.4	1.4	.66	42.11	1,992	.004	163	118	13	2,787	.003	1,999	2,001	.6	.004	100
Golden Valley.....96	3.5	.003	3	.9	.9	.51	56.58	1,130	.002	95	110	19	1,638	.002	1,828	1,828	.4	.002	67
Grand Forks.....96	34.5	.026	24	8.6	8.6	2.05	46.77	18,061	.033	834	113	43	22,846	.025	2,652	2,654	5.7	.028	108
Grant.....96	8.3	.006	5	1.8	1.8	1.23	50.39	1,012	.002	116	140	4	1,363	.002	756	757	.6	.002	33
Griggs.....96	5.9	.004	8	1.4	1.4	.94	41.56	1,453	.003	71	87	9	2,139	.002	1,517	1,517	.6	.002	50
Hettinger.....96	7.5	.006	7	1.6	1.6	1.05	52.96	1,863	.003	189	131	11	2,608	.003	1,608	1,608	.8	.003	50
Kidder.....96	6.7	.005	5	1.5	1.5	1.02	52.95	1,177	.002	104	101	6	1,610	.002	1,068	1,058	.6	.002	40
La Moure.....96	10.3	.009	9	2.4	2.4	1.43	46.82	2,092	.004	205	154	8	2,733	.003	1,144	1,145	1.0	.004	50
Logan.....96	7.6	.006	8	1.6	1.6	1.04	53.94	1,088	.002	140	151	4	1,354	.002	860	861	.5	.002	33
McHenry.....96	14.0	.011	7	3.3	3.3	1.99	54.63	2,782	.005	258	138	11	3,737	.004	1,114	1,115	1.2	.005	45
McIntosh.....96	9.0	.007	9	2.0	2.0	1.12	57.54	1,522	.003	130	176	6	1,931	.002	968	968	.7	.002	29
McKenzie.....96	8.4	.006	3	2.2	2.2	1.56	61.22	1,337	.002	100	122	6	1,673	.002	768	770	.7	.002	33
McLean.....96	16.1	.015	7	3.8	3.6	2.42	56.25	2,912	.005	330	129	8	4,017	.004	1,055	1,086	1.4	.005	33
Mercer.....96	9.6	.007	9	2.1	2.0	1.06	63.66	1,770	.003	224	150	8	2,409	.003	1,161	1,172	.9	.003	43
Morton.....96	20.2	.015	10	4.5	4.5	1.76	56.74	5,759	.011	425	114	22	7,645	.008	1,706	1,706	2.2	.009	60
Mountrail.....96	10.5	.008	5	2.7	2.7	1.83	57.67	2,446	.004	241	135	8	3,325	.004	1,241	1,245	1.0	.004	50
Nelson.....96	9.1	.007	9	2.2	2.2	1.27	51.12	2,207	.004	126	103	9	3,060	.003	1,400	1,401	.9	.003	43
Oliver.....96	3.9	.003	5	.8	.8	.64	57.16	293	.001	37	128	3	415	504	504	N. A.	.001	33
Pembina.....96	15.7	.012	14	3.6	3.6	1.81	64.88	4,232	.008	346	122	12	5,809	.006	1,602	1,611	1.2	.007	58
Pierce.....96	9.2	.007	9	2.0	2.0	1.14	50.78	2,418	.004	185	131	11	3,338	.004	1,675	1,676	.9	.004	57
Ramsey.....96	15.6	.012	13	3.7	3.6	1.50	41.25	7,348	.014	353	106	34	8,566	.010	2,306	2,320	2.0	.012	100
Ransom.....96	10.1	.008	12	2.4	2.4	1.26	47.77	2,992	.006	200	104	19	4,293	.005	1,753	1,754	1.3	.005	63
Renville.....96	5.5	.005	6	1.5	1.5	1.06	50.31	1,310	.002	132	147	5	1,793	.002	1,227	1,228	.5	.002	40
Richland.....95	20.5	.015	14	4.9	4.9	2.49	49.68	7,111	.013	550	139	19	9,128	.010	1,875	1,877	2.3	.012	80
Rolette.....96	12.6	.010	14	2.7	1.8	1.25	53.77	2,544	.005	196	131	10	3,283	.004	1,233	1,495	.6	.004	40
Sargent.....96	6.7	.007	10	2.1	2.1	1.29	45.94	1,538	.003	187	109	4	2,098	.002	990	993	.6	.003	43
Sheridan.....96	6.6	.005	7	1.5	1.5	1.02	47.17	936	.002	97	108	3	1,265	.001	852	855	.4	.002	40
Sioux.....96	4.4	.003	4	.9	.6	.45	57.96	675	.001	60	95	9	800	.001	849	1,080	N. A.	.001	33
Slope.....96	2.9	.002	2	.7	.7	.59	54.69	183	25	76	9	261	350	350	N. A.
Stark.....96	15.4	.012	12	3.4	3.4	1.32	54.86	5,002	.009	484	137	23	6,786	.008	1,938	1,999	1.9	.009	75
Steele.....96	6.2	.005	9	1.4	1.4	.98	46.81	1,090	.002	77	128	7	1,538	.002	1,079	1,080	.6	.002	40
Stutsman.....96	23.5	.018	10	5.2	5.2	2.26	44.41	8,084	.015	542	125	25	11,108	.012	2,150	2,153	2.7	.013	72
Towner.....96	7.2	.005	7	1.8	1.8	1.03	43.76	2,114	.004	141	116	17	2,948	.003	1,680	1,681	.6	.003	60
Traill.....96	12.3	.009	14	2.9	2.9	1.50	54.02	4,082	.008	283	132	17	5,531	.006	1,909	1,910	1.3	.007	78
Walsh.....96	20.7	.016	16	4.6	4.6	2.49	63.69	6,407	.012	309	103	15	8,285	.009	1,819	1,820	1.9	.010	83
Ward.....96	32.0	.024	16	8.1	8.1	2.45	42.30	14,792	.027	918	130	35	21,805	.024	2,679	2,686	5.1	.025	104
Wells.....96	11.2	.008	9	2.7	2.7	1.53	43.59	3,062	.006	189	113	15	3,740	.004	1,395	1,394	1.3	.005	63
Williams.....96	16.3	.012	8	4.3	4.3	2.06	52.96	6,329	.012	420	129	24	8,139	.009	1,890	1,901	2.4	.010	83
STATE TOTAL.....	641.9	.488	9	152.0	149.9	73.96	49.80	205,002	.379	14,530	125	22	270,001	.296	1,776	1,790	71.5	.335	69




For North Dakota City figures, see page 222.

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4;
one to advertisers, on page 270.

SOUTH DAKOTA—County Data




The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thousands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thousands)	White Fami- lies Est'd (in thousands)	Farms (in thousands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Armstrong.....94						.01											N. A.			
Aurora.....97	5.4	.004	8	1.4	1.4	.90	41.77	1,093	.002	70	171	5	1,329	.001	951	951	.6	.002	50	
Beadle.....97	19.6	.015	16	5.2	5.2	1.72	36.88	8,964	.017	465	121	42	11,989	.013	2,292	2,298	3.3	.014	93	
Bennett.....99	4.0	.003	3	1.0	.7	.56	50.55	635	.001	59	105	7	842	.001	850	989	N. A.	.001	33	
Bon Homme.....97	10.2	.008	18	2.8	2.8	1.37	47.31	2,414	.005	141	131	9	3,024	.003	1,092	1,093	1.2	.004	50	
Brookings.....94	16.6	.013	21	4.3	4.3	1.93	42.03	6,958	.013	388	97	25	8,450	.009	1,981	1,982	2.3	.011	85	
Brown.....94	30.0	.023	18	7.7	7.7	2.22	41.47	14,778	.027	882	115	41	20,445	.022	2,651	2,654	4.5	.024	104	
Brule.....97	6.2	.005	8	1.7	1.7	.86	42.05	2,254	.004	95	95	13	2,881	.003	1,721	1,722	.8	.003	60	
Buffalo.....97	1.8	.001	4	.4	.2	.20	53.92	128		24	218	11	182		419	562	N. A.			
Butte.....97	8.0	.006	4	2.1	2.1	.80	46.96	4,432	.008	240	127	25	5,541	.006	2,592	2,597	1.1	.007	117	
Campbell.....94	5.0	.004	7	1.1	1.1	.75	47.95	641	.001	67	160	3	857	.001	765	767	N. A.	.001	25	
Charles Mix.....97	13.4	.010	12	3.2	3.0	1.93	41.23	2,300	.004	132	131	8	3,201	.004	990	1,042	1.4	.004	40	
Clark.....94	9.0	.007	9	2.3	2.3	1.52	33.00	2,011	.004	141	136	8	2,705	.003	1,168	1,168	1.0	.003	43	
Clay.....97	9.6	.007	24	2.6	2.6	1.22	43.34	3,007	.006	240	121	27	4,237	.005	1,618	1,619	1.4	.006	88	
Codington.....94	17.0	.013	25	4.3	4.3	1.17	40.32	10,219	.019	470	129	33	13,264	.015	3,072	3,073	2.4	.016	123	
Corson.....94	6.8	.005	3	1.6	1.2	.92	53.62	1,091	.002	95	156	6	1,383	.002	871	1,004	.5	.002	40	
Custer.....97	6.0	.005	4	1.7	1.7	.55	50.76	2,080	.004	140	89	19	2,646	.003	1,549	1,551	.5	.003	60	
Davison.....97	15.3	.012	36	4.2	4.2	.92	34.49	9,666	.018	470	118	40	12,925	.014	3,083	3,088	2.5	.015	125	
Day.....95	13.6	.010	13	3.3	3.3	1.82	47.97	4,074	.008	233	119	10	5,114	.006	1,528	1,538	1.3	.007	70	
Deuel.....94	8.5	.006	13	2.0	2.0	1.28	40.63	1,588	.003	138	105	5	2,277	.002	1,117	1,117	.7	.003	50	
Dewey.....94	5.7	.004	3	1.3	.9	.56	53.14	1,069	.002	111	123	12	1,446	.002	1,081	1,305	.4	.002	50	
Douglas.....97	6.3	.005	15	1.6	1.6	1.00	42.69	1,275	.002	89	178	5	1,836	.002	1,163	1,163	.7	.002	40	
Edmunds.....94	7.8	.006	7	1.8	1.8	1.10	49.89	1,504	.003	137	125	6	2,119	.002	1,158	1,158	.7	.003	50	
Fall River.....172	8.1	.006	5	2.1	2.1	.59	51.42	2,712	.005	200	120	34	3,889	.004	1,876	1,881	1.0	.005	83	
Faulk.....94	5.2	.004	5	1.3	1.3	.80	43.49	1,244	.002	124	117	8	1,783	.002	1,342	1,342	.5	.002	50	
Grant.....95	10.5	.008	15	2.7	2.7	1.38	45.89	2,831	.005	222	114	12	3,815	.004	1,432	1,432	1.4	.005	63	
Gregory.....99	9.5	.007	9	2.4	2.3	1.36	39.68	2,135	.004	137	90	8	3,192	.004	1,328	1,347	.9	.004	57	
Haakon.....94	3.5	.003	2	1.0	1.0	.63	56.67	1,231	.002	115	162	16	1,690	.002	1,683	1,683	.3	.002	67	
Hamlin.....94	7.6	.006	15	1.9	1.9	1.07	41.31	1,708	.003	104	88	5	2,435	.003	1,286	1,286	.7	.003	50	
Hand.....97	7.2	.005	5	1.8	1.8	1.28	39.39	1,845	.004	132	136	8	2,570	.003	1,432	1,432	.7	.003	60	
Hanson.....97	5.4	.004	13	1.4	1.4	.85	39.40	781	.001	55	106	5	2,025	.002	1,480	1,481	.5	.002	50	
Harding.....97	3.0	.002	1	.8	.8	.57	67.15	495	.001	58	97	20	690	.001	830	830	N. A.	.001	50	
Hughes.....97	6.6	.005	9	1.9	1.8	.44	40.85	3,722	.007	252	121	78	5,274	.006	2,839	2,880	1.2	.006	120	
Hutchinson.....97	12.7	.010	16	3.1	3.1	1.73	54.81	2,873	.005	181	150	6	3,798	.004	1,221	1,222	1.2	.004	40	
Hyde.....94	3.1	.002	4	.8	.8	.59	43.53	1,048	.002	88	154	13	1,247	.001	1,582	1,582	.4	.002	100	
Jackson.....97	2.0	.001	2	.5	.5	.32	53.33	682	.001	46	115	24	1,137	.001	2,049	2,056	.2	.001	100	
Jerauld.....97	4.7	.004	9	1.3	1.3	.73	37.45	1,369	.003	66	110	7	1,801	.002	1,417	1,417	.5	.002	50	
Jones.....97	2.5	.002	3	.7	.7	.41	54.49	742	.001	60	133	14	1,026	.001	1,487	1,487	N. A.	.001	50	
Kingsbury.....94	10.8	.008	13	2.8	2.8	1.46	37.46	3,093	.006	204	119	8	4,158	.005	1,463	1,463	1.1	.005	63	
Lake.....94	12.4	.009	22	3.2	3.2	1.34	42.07	4,544	.008	260	126	19	6,150	.007	1,947	1,949	1.4	.007	78	
Lawrence.....97	19.1	.015	24	5.3	5.3	.47	48.56	9,414	.018	556	104	77	12,024	.013	2,256	2,261	2.1	.015	100	
Lincoln.....94	13.2	.010	23	3.4	3.4	1.85	47.56	3,117	.006	218	116	11	4,276	.005	1,247	1,248	1.4	.005	50	
Lyman.....97	5.0	.004	3	1.3	1.2	.80	52.62	1,127	.002	80	94	8	1,329	.001	1,037	1,077	.4	.002	50	
McCook.....94	9.8	.007	17	2.5	2.5	1.41	42.25	2,080	.004	192	192	6	2,791	.003	1,132	1,132	1.0	.004	57	
McPherson.....94	8.3	.006	7	1.9	1.9	1.20	59.38	1,351	.002	112	158	3	1,943	.002	1,038	1,038	.8	.002	33	
Marshall.....95	8.9	.007	10	2.1	2.0	1.31	43.87	2,744	.005	168	97	7	3,547	.004	1,672	1,706	.9	.004	57	
Meade.....97	9.7	.007	3	2.7	2.7	1.37	56.41	2,747	.005	164	122	13	3,810	.004	1,428	1,429	1.0	.004	57	
Mellette.....97	4.1	.003	3	1.0	.7	.59	56.56	467	.001	41	132	2	659	.001	686	805	.3	.001	33	
Miner.....94	6.8	.005	12	1.8	1.8	1.10	37.00	1,411	.003	71	106	7	1,777	.002	998	998	.9	.002	40	
Minnehaha.....94	57.7	.044	71	15.5	15.4	2.46	42.45	34,669	.064	1,804	110	55	44,929	.049	2,898	2,905	9.9	.055	125	
Moody.....94	9.3	.007	18	2.5	2.4	1.35	43.33	2,530	.005	164	104	13	3,679	.004	1,496	1,513	1.1	.004	57	
Pennington.....97	23.8	.018	9	6.7	6.6	1.09	47.64	15,321	.028	735	112	36	19,468	.021	2,916	2,930	3.4	.024	133	
Perkins.....97	6.6	.005	2	1.7	1.7	1.10	54.84	1,870	.003	142	180	13	2,858	.003	1,676	1,679	.9	.003	60	
Potter.....94	4.6	.004	5	1.2	1.2	.60	43.01	1,536	.003	135	124	11	2,240	.002	1,874	1,881	.5	.003	75	
Roberts.....95	15.9	.012	14	3.8	3.6	2.28	48.36	3,964	.007	224	89	5	4,119	.005	1,080	1,116	1.4	.006	50	
Sanborn.....97	5.7	.004	10	1.6	1.6	.94	36.40	1,240	.002	89	135	9	1,528	.002	976	976	.7	.002	50	
Shannon.....99	5.4	.004	6	1.2	.3	.50	62.72	400	.001	51	96	14	546	.001	462	792	N. A.	.001	25	
Spink.....94	12.5	.010	8	3.2	3.2	1.75	37.32	3,596	.007	243	160	13	4,368	.005	1,374	1,375	1.4	.006	60	
Stanley.....97	2.0	.001	1	.6	.6	.32	56.87	429	.001	33	83	15	600	.001	1,043	1,060	.2	.001	100	
Sully.....94	2.7	.002	3	.6	.6	.49	43.45	508	.001	69	157	10	716	.001	1,091	1,095	N. A.	.001	50	
Todd.....99	5.7	.004	4	1.2	.6	.57	58.76	543	.001	55	100	10	745	.001	599	840	.4	.001	25	

Before using these figures, see explanation page 8.

SOUTH DAKOTA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE				 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Tripp.....97	9.9	.008	6	2.5	2.4	1.52	48.21	3,477	.006	171	103	14	4,739	.005	1,909	1,943	1.1	.005	63
Turner.....94	13.3	.010	22	3.5	3.5	1.88	47.05	2,984	.006	222	128	10	4,103	.005	1,159	1,160	1.5	.005	50
Union.....97	11.7	.009	26	3.1	3.1	1.52	47.56	2,965	.005	229	118	11	4,932	.005	1,613	1,613	1.2	.005	58
Walwerth.....94	7.3	.006	10	1.8	1.8	.84	43.03	2,573	.005	193	124	26	3,684	.004	2,030	2,033	1.2	.005	83
Wahabahaugh.....99	2.0	.002	2	.4	.3	.32	57.40	106	18	150	3	152	346	443	N. A.
Washington.....99	1.8	.001	2	.4	.1	.18	67.39	95	3	75	4	119	323	564	N. A.
Yankton.....97	16.7	.013	32	3.9	3.9	1.52	46.02	6,202	.011	282	111	21	8,539	.009	2,206	2,214	2.1	.009	69
Ziebach.....94	2.9	.002	2	.7	.5	.48	56.36	296	.001	35	167	8	407	575	683	N. A.	.001	50
STATE TOTAL.....	643.0	.488	8	185.4	180.5	72.45	44.97	224,998	.416	13,630	117	23	300,000	.329	1,613	1,844	75.1	.364	75

For South Dakota City figures, see page 222.

KANSAS—County Data

Allen.....	105	19.9	.015	39	6.0	5.9	1.95	53.37	.011	381	122	19	9,111	.010	1,513	1,535	2.4	.010	67
Anderson.....	105	11.7	.009	20	3.4	3.4	1.67	51.94	.005	278	122	12	4,849	.005	1,425	1,431	1.5	.005	56
Atchison.....	105	22.2	.017	53	6.2	5.7	1.73	50.57	.013	511	121	36	11,034	.012	1,775	1,861	3.5	.012	71
Barber.....	107	9.1	.007	8	2.6	2.6	1.03	50.39	.007	316	136	37	5,425	.006	2,108	2,113	1.1	.007	100
Barton.....	105	25.0	.019	28	6.8	6.6	1.72	47.75	.021	1,338	136	56	15,955	.018	2,350	2,380	4.5	.021	111
Bourbon.....	105	20.9	.016	33	6.3	6.1	2.12	49.97	.013	429	117	28	11,054	.012	1,740	1,780	2.8	.012	75
Brown.....	105	17.4	.013	30	6.1	5.0	2.03	48.98	.010	420	119	15	9,105	.010	1,792	1,819	2.2	.010	77
Butler.....	107	32.0	.024	22	9.2	9.1	2.48	43.45	.021	1,042	113	36	17,547	.019	1,905	1,916	4.0	.020	83
Chase.....	105	6.4	.005	8	1.8	1.8	.74	50.35	.003	148	130	21	2,793	.003	1,522	1,530	.6	.003	60
Chautauqua.....	105	9.2	.007	14	2.7	2.7	1.13	51.69	.005	203	150	14	3,578	.004	1,333	1,340	1.0	.004	57
Cherokee.....	104	29.8	.023	51	8.6	8.5	2.31	55.97	.012	722	138	19	10,183	.011	1,176	1,190	2.9	.012	82
Cheyenne.....	105	6.2	.005	6	1.6	1.6	.95	55.09	.003	123	109	14	3,036	.003	1,909	1,909	.7	.003	60
Clark.....	107	4.1	.003	4	1.1	1.1	.55	51.04	.003	146	176	32	2,082	.002	1,881	1,882	.6	.003	100
Clay.....	105	13.3	.010	20	4.0	3.9	1.81	53.99	.009	353	163	23	7,450	.008	1,879	1,885	2.0	.008	80
Cloud.....	105	17.3	.013	24	5.0	5.0	1.94	49.31	.011	510	135	22	9,541	.011	1,908	1,910	2.8	.011	85
Coffey.....	105	12.3	.009	19	3.7	3.7	1.96	54.25	.006	219	112	9	5,435	.006	1,477	1,479	1.4	.006	67
Comanche.....	107	4.4	.003	6	1.2	1.2	.55	49.64	.003	145	158	31	2,690	.003	2,168	2,173	.8	.003	100
Cowley.....	107	38.1	.029	34	11.1	10.8	2.48	44.68	.027	1,084	123	34	23,778	.026	2,142	2,172	6.0	.026	96
Crawford.....	105	44.2	.033	74	13.6	13.4	2.46	56.54	.028	1,179	124	30	25,822	.028	1,897	1,917	4.0	.028	85
Decatur.....	105	7.4	.006	8	2.1	2.1	1.17	54.66	.003	118	187	14	3,389	.004	1,644	1,644	.9	.004	67
Dickinson.....	105	22.9	.017	27	6.6	6.5	2.37	54.69	.014	829	161	33	11,671	.013	1,760	1,773	4.2	.014	82
Doniphan.....	105	12.9	.010	33	3.7	3.5	1.67	49.52	.004	166	101	11	3,884	.004	1,060	1,092	1.4	.004	40
Douglas.....	105	25.2	.019	54	7.9	7.3	1.85	52.08	.011	861	119	48	17,243	.019	2,183	2,274	4.8	.020	105
Edwards.....	107	6.4	.005	10	1.8	1.8	.83	51.64	.003	210	233	27	3,508	.004	1,913	1,919	.9	.004	60
Elk.....	107	8.2	.006	13	2.5	2.5	1.17	50.24	.003	127	125	16	3,053	.003	1,237	1,238	1.1	.003	50
Ellis.....	105	17.5	.013	20	3.9	3.9	1.23	51.66	.011	693	130	32	8,980	.010	2,282	2,290	3.0	.011	85
Ellsworth.....	105	9.9	.007	14	2.7	2.7	1.26	54.97	.005	274	176	31	4,783	.005	1,787	1,796	1.4	.005	71
Finney.....	105	10.1	.008	8	2.7	2.6	.88	45.16	.005	498	123	33	8,760	.010	3,237	3,292	1.8	.010	125
Ford.....	107	17.3	.013	16	4.6	4.5	1.48	44.92	.016	591	141	38	12,785	.014	2,792	2,820	3.2	.015	115
Franklin.....	105	20.9	.016	36	6.1	5.9	2.15	52.28	.013	489	115	25	11,300	.013	1,847	1,879	3.0	.013	81
Geary.....	105	15.2	.011	38	3.5	3.3	.89	47.83	.009	728	226	40	8,338	.009	2,363	2,444	2.0	.010	91
Gove.....	105	4.8	.003	5	1.1	1.1	.82	57.91	.002	131	149	12	1,713	.002	1,505	1,508	.5	.002	67
Graham.....	105	6.1	.005	7	1.6	1.5	.98	49.05	.008	85	149	7	2,111	.002	1,343	1,391	.6	.002	40
Grant.....	107	1.9	.001	3	.5	.5	.27	41.05	.001	59	144	22	1,143	.001	2,300	2,309	.2	.001	100
Gray.....	107	4.8	.004	6	1.2	1.2	.87	46.06	.002	102	176	16	1,760	.002	1,467	1,470	.6	.002	50
Greeley.....	105	1.6	.001	2	.4	.4	.21	50.82	.001	38	165	13	542	.001	1,263	1,263	N. A.	.001	100
Greenwood.....	107	16.5	.012	14	4.8	4.8	1.73	43.01	.010	452	131	25	8,501	.009	1,784	1,786	1.9	.010	83
Hamilton.....	107	2.6	.002	3	.7	.7	.38	49.36	.002	84	131	12	1,638	.002	2,317	2,317	.5	.002	100
Harper.....	107	12.1	.009	15	3.5	3.5	1.57	52.92	.008	242	119	24	7,396	.008	2,125	2,130	1.7	.008	89
Harvey.....	107	21.7	.017	40	6.0	5.8	1.61	55.82	.015	793	139	44	12,695	.014	2,125	2,153	3.6	.015	88
Haskell.....	107	2.1	.001	4	.5	.5	.42	48.43	.001	75	144	15	775	.001	1,433	1,435	.4	.001	100
Hodgeman.....	107	3.5	.003	4	.9	.9	.76	51.91	.001	60	261	15	1,096	.001	1,229	1,236	.5	.001	33
Jackson.....	105	13.4	.010	20	3.9	3.8	2.09	50.60	.005	191	111	10	5,080	.006	1,300	1,317	1.5	.006	60
Jefferson.....	105	12.7	.010	23	3.7	3.7	1.94	52.21	.004	162	117	10	3,645	.004	973	981	1.4	.004	40
Jewell.....	105	12.0	.009	31	3.6	3.6	2.39	46.15	.004	171	122	9	4,032	.004	1,119	1,119	1.4	.004	44
Johnson.....	105	33.3	.025	70	9.7	9.5	2.08	64.14	.015	1,159	139	28	11,858	.013	1,224	1,238	5.1	.015	60
Keary.....	107	2.5	.002	3	.7	.7	.47	44.11	.001	38	93	13	947	.001	1,411	1,413	.4	.001	50
Kingman.....	107	12.0	.009	14	3.2	3.2	1.67	54.42	.006	317	154	24	5,291	.006	1,647	1,650	1.6	.006	67

Before using these figures, see explanation page 9.

\$678,024,000.00 Annual Income of WIBW Farm Families*



WIBW

TOPEKA, KANSAS
Ben Ludy, General Manager
Rep: Capper Publications, Inc.

Yes, "come and get it", because WIBW has been establishing and influencing farm buying habits in this area for almost two decades. There are two reasons for this — both mighty important to you. First, our neighborly, person-to-person way of selling is nothing less than the sincere recommendation of one friend to another. Second, our easily-heard, 6-state signal reaches 4,811,511 loyal, responsive listeners. That's because of the tremendous "sock" 5 kilowatts has on our en-viable frequency of 580 kc.

"COME AND GET IT" WITH WIBW

* 11 months only

Source: Farm Income Situation, Jan. 1942 USDA

KANSAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Kiowa.....107	5.1	.004	7	1.4	1.4	.74	52.78	1,313	.002	150	181	27	1,801	.002	1,291	1,292	.6	.002	50
Labette.....105	30.4	.023	46	8.9	8.4	2.46	49.67	9,892	.018	748	134	30	16,944	.019	1,906	1,968	4.2	.019	83
Lane.....105	2.8	.002	4	.8	.8	.55	57.44	837	.002	82	210	15	1,330	.001	1,752	1,752	.4	.002	100
Leavenworth.....105	41.1	.031	88	9.0	8.1	2.08	54.21	10,349	.019	914	113	36	18,702	.021	2,073	2,193	4.0	.020	85
Lincoln.....105	8.3	.006	12	2.3	2.3	1.38	54.58	1,665	.003	177	182	9	2,660	.003	1,150	1,151	1.0	.003	50
Linn.....105	12.0	.009	20	3.6	3.6	2.02	54.49	2,579	.005	231	120	10	4,816	.005	1,317	1,329	1.2	.005	56
Logan.....105	3.7	.003	3	1.0	.9	.51	53.80	1,038	.002	103	118	12	2,048	.002	2,131	2,183	.5	.002	67
Lyon.....105	26.4	.020	31	7.7	7.5	2.41	52.94	10,398	.019	606	117	43	18,430	.020	2,396	2,432	4.8	.019	95
McPherson.....105	24.2	.018	27	6.7	6.7	2.58	54.98	8,566	.016	895	121	36	14,453	.016	2,154	2,156	4.7	.017	94
Marion.....107	19.0	.014	20	5.2	5.2	2.54	54.42	5,289	.010	475	125	17	8,493	.009	1,634	1,636	2.0	.010	71
Marshall.....105	21.0	.016	23	6.0	6.0	2.69	50.50	5,878	.011	437	110	20	9,742	.011	1,633	1,636	3.2	.011	69
Meado.....107	5.5	.004	6	1.4	1.4	.75	51.87	1,905	.004	236	132	16	3,013	.003	2,087	2,104	.8	.004	100
Miami.....105	19.5	.015	33	5.4	5.2	2.22	50.37	4,950	.009	505	124	28	7,901	.009	1,460	1,490	3.0	.009	60
Mitchell.....105	11.3	.009	16	3.2	3.2	1.45	53.73	4,093	.008	354	161	23	7,215	.008	2,274	2,275	1.4	.008	89
Montgomery.....105	49.7	.038	77	14.7	13.6	2.46	49.22	19,113	.035	1,392	128	34	28,844	.032	1,969	1,053	7.0	.033	87
Morris.....105	10.4	.008	15	3.0	2.9	1.41	52.78	2,624	.005	218	134	19	4,776	.005	1,609	1,621	1.4	.005	63
Morton.....107	2.2	.002	3	.6	.6	.33	43.54	690	.001	47	80	12	1,577	.002	2,581	2,585	.2	.002	100
Nemaha.....105	16.8	.013	24	4.5	4.5	2.29	48.55	3,734	.007	334	147	10	6,759	.007	1,507	1,510	2.1	.007	54
Neosho.....105	22.2	.017	38	6.5	6.4	2.18	51.88	7,135	.013	589	130	27	10,581	.012	1,615	1,633	3.1	.013	78
Ness.....105	6.9	.005	6	1.8	1.8	1.06	53.14	1,485	.003	133	182	12	2,653	.003	1,503	1,503	.9	.003	60
Norton.....105	9.8	.008	11	2.7	2.7	1.44	50.68	2,477	.005	200	152	16	4,582	.005	1,690	1,691	1.2	.005	63
Osage.....105	15.1	.011	21	4.6	4.6	2.31	58.75	3,375	.006	270	136	9	5,212	.006	1,127	1,133	1.6	.006	55

Before using these figures, see explanation page 9.

K A N S A S—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						SM MARKET CONTROLS
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Pow- er In- dex
Osborne.....105	9.8	.008	11	2.9	2.8	1.47	51.40	2,605	.005	207	174	15	4,694	.005	1,644	1,648	1.2	.005	63
Ottawa.....105	9.2	.007	13	2.8	2.8	1.47	55.62	2,100	.004	216	125	15	3,988	.004	1,436	1,440	1.0	.004	57
Pawnee.....107	10.3	.008	14	2.5	2.4	1.10	51.42	3,591	.007	262	158	28	5,903	.006	2,394	2,409	1.3	.006	75
Phillips.....105	10.4	.008	12	3.0	3.0	1.66	54.41	2,738	.005	195	188	12	4,830	.005	1,582	1,585	1.2	.005	63
Pottawatomie.....105	14.0	.011	17	3.9	3.8	1.99	54.59	3,868	.007	442	125	14	6,326	.007	1,635	1,640	1.6	.007	64
Pratt.....107	12.4	.009	17	3.5	3.4	1.12	53.78	5,486	.010	403	144	52	8,459	.009	2,440	2,476	2.1	.010	111
Rawlins.....105	6.6	.005	8	1.7	1.7	1.15	59.73	1,452	.003	158	165	17	2,428	.003	1,427	1,427	.9	.003	60
Reno.....107	52.2	.040	42	14.8	14.5	3.27	52.15	24,739	.046	1,828	125	42	35,856	.039	2,427	2,451	8.8	.042	105
Republic.....105	13.1	.010	18	4.0	4.0	2.21	53.71	3,269	.006	223	122	15	4,791	.005	1,198	1,198	1.6	.005	50
Rice.....107	17.2	.013	24	5.0	5.0	1.49	49.74	6,527	.012	766	119	44	10,037	.011	2,012	2,021	2.4	.012	92
Riley.....105	20.6	.016	33	6.1	6.0	1.50	48.06	10,622	.020	1,110	185	48	15,480	.017	2,549	2,578	4.9	.019	119
Rooks.....105	8.5	.007	10	2.4	2.3	1.25	52.95	2,162	.004	304	196	18	3,764	.004	1,598	1,606	.9	.004	57
Rush.....105	8.3	.006	11	2.2	2.2	1.13	56.83	2,004	.004	200	157	18	3,651	.004	1,689	1,693	1.0	.004	67
Russell.....105	13.5	.010	15	3.7	3.7	1.27	45.63	4,744	.009	551	126	46	7,236	.008	1,953	1,957	1.8	.009	90
Saline.....105	29.5	.023	41	8.4	8.2	1.67	48.48	15,196	.028	1,447	162	45	22,234	.025	2,649	2,679	5.5	.027	117
Scott.....105	3.8	.003	5	1.0	1.0	.53	47.88	1,371	.003	107	145	17	1,959	.002	1,975	1,977	.5	.003	100
Sedgwick (Wichita).....107	143.3	.109	144	42.5	40.8	3.29	45.12	76,588	.142	7,090	152	64	120,390	.132	2,835	2,900	25.7	.140	128
Seward.....107	6.5	.005	10	1.8	1.8	.48	39.67	4,018	.007	243	137	31	6,006	.007	3,337	3,350	1.1	.007	140
Shawnee (Topeka).....105	91.3	.069	167	28.4	24.3	2.20	49.64	44,190	.082	2,887	120	61	70,880	.078	2,687	2,810	16.1	.079	114
Sheridan.....105	5.3	.004	6	1.2	1.3	.93	55.66	904	.002	66	153	8	1,845	.002	1,471	1,474	.5	.002	50
Sherman.....172	6.4	.005	6	1.7	1.7	.71	50.78	2,605	.005	190	128	29	4,505	.005	2,588	2,588	1.0	.005	100
Smith.....105	10.6	.008	12	3.2	3.2	1.96	52.45	2,216	.004	121	148	8	4,026	.004	1,256	1,256	1.1	.004	50
Stafford.....107	10.5	.008	13	2.9	2.9	1.31	51.25	3,345	.006	416	151	38	5,092	.006	1,743	1,747	1.2	.006	75
Stanton.....107	1.4	.001	2	.4	.4	.22	47.12	480	.001	55	149	17	779	.001	2,134	2,134	.1	.001	100
Stevens.....107	3.2	.003	4	.8	.8	.43	39.67	807	.001	95	108	16	1,633	.002	1,917	1,946	.5	.002	67
Sumner.....107	26.2	.020	22	7.6	7.5	2.84	49.78	7,805	.014	760	123	28	12,123	.013	1,595	1,605	4.0	.014	70
Thomas.....105	6.4	.005	6	1.7	1.7	.96	50.31	2,759	.005	257	177	23	3,897	.004	2,231	2,235	1.2	.005	100
Trego.....105	5.8	.004	7	1.5	1.5	.88	51.50	1,399	.003	95	164	9	2,247	.002	1,537	1,541	.7	.002	50
Wabaunsee.....105	9.2	.007	12	2.6	2.5	1.52	53.90	1,881	.003	224	133	9	3,238	.004	1,244	1,271	1.0	.004	57
Wallace.....172	2.2	.002	2	.6	.6	.33	56.02	507	.001	67	129	28	1,307	.001	2,186	2,215	.2	.001	50
Washington.....105	15.9	.012	18	4.6	4.6	2.63	51.46	3,221	.006	280	116	10	5,584	.006	1,214	1,214	1.6	.006	50
Wichita.....105	2.2	.002	3	.6	.6	.40	55.32	789	.001	62	148	19	1,092	.001	1,936	1,940	.1	.001	50
Wilson.....108	17.7	.014	31	5.2	5.2	1.88	48.91	4,400	.008	327	104	20	6,887	.008	1,313	1,317	2.0	.008	57
Woodson.....105	8.0	.006	16	2.3	2.3	1.09	48.64	1,731	.003	114	111	12	2,483	.003	1,069	1,070	.9	.003	50
Wyandotte (Kansas City).....105	145.1	.110	961	40.5	33.6	1.53	52.23	50,157	.093	4,959	134	49	83,435	.092	2,058	2,277	17.0	.095	86
STATE TOTAL.....	1,801.0	1.368	22	511.1	492.0	156.33	50.97	629,998	1.165	55,113	135	34	1,010,000	1.108	1,976	2,019	256.5	1.153	84

For Kansas City figures, see page 224.

NEBRASKA—County Data

Adams.....99	24.6	.019	44	6.3	6.3	1.46	45.79	9,077	.017	622	129	34	12,776	.014	2,028	2,031	3.5	.015	79
Antelope.....99	13.3	.011	16	3.8	3.6	1.94	41.97	2,975	.005	323	139	9	4,336	.005	1,215	1,217	1.2	.005	45
Arthur.....99	1.1	.001	2	.3	.3	.18	56.13	95	.001	18	53	11	158	.001	587	590	N. A.		
Banner.....99	1.4	.001	2	.4	.4	.32	51.38	58	.001	15	79	4	102	.001	282	282	N. A.		
Blaine.....99	1.5	.001	2	.4	.4	.28	58.73	246	.001	50	119	7	393	.001	995	995	N. A.		
Boone.....99	12.1	.009	18	3.1	3.1	1.67	34.58	2,768	.005	137	120	9	4,288	.005	1,376	1,376	1.3	.005	56
Box Butte.....99	10.7	.008	10	2.9	2.9	.85	40.51	5,044	.009	303	117	51	6,808	.007	2,336	2,355	1.6	.008	100
Boyd.....99	6.1	.005	11	1.6	1.6	.91	39.21	1,505	.003	96	110	6	2,224	.002	1,420	1,421	.6	.002	40
Brown.....99	6.0	.005	5	1.6	1.6	.73	49.20	1,816	.003	102	113	18	2,392	.003	1,525	1,526	.6	.003	60
Buffalo.....99	23.7	.018	25	6.6	6.6	2.28	46.27	8,409	.016	572	131	24	10,307	.011	1,551	1,552	2.9	.013	72
Burt.....99	12.6	.010	27	3.5	3.4	1.51	44.35	3,443	.006	338	155	20	4,779	.005	1,385	1,387	1.7	.006	60
Butler.....99	13.1	.010	23	3.7	3.7	1.90	56.07	2,289	.004	204	152	10	3,947	.004	1,079	1,079	1.3	.004	40
Cass.....99	17.0	.013	31	5.0	5.0	1.98	52.96	3,298	.006	447	151	17	5,605	.006	1,129	1,130	1.7	.007	54
Cedar.....97	15.1	.011	20	3.8	3.8	2.10	40.26	3,421	.006	358	130	11	4,768	.005	1,271	1,271	1.7	.006	55
Chase.....99	5.3	.004	6	1.4	1.4	.77	49.33	2,030	.004	207	148	18	2,814	.003	1,992	1,992	.5	.004	100
Cherry.....99	9.6	.007	2	2.4	2.4	1.22	50.59	2,858	.005	314	116	29	4,715	.005	1,930	1,941	.9	.005	71
Cheyenne.....99	9.5	.007	8	2.5	2.4	1.17	42.85	3,946	.007	278	119	22	5,761	.006	2,349	2,355	1.4	.007	100
Clay.....99	10.5	.008	18	3.1	3.1	1.55	51.05	1,849	.003	73	89	7	3,710	.004	1,176	1,177	1.1	.003	38
Colfax.....99	10.6	.008	26	3.0	3.0	1.42	60.66	3,146	.006	247	170	11	4,951	.005	1,630	1,631	1.3	.005	63
Cuming.....99	13.6	.010	24	3.5	3.5	1.92	53.40	3,900	.007	268	143	21	6,170	.007	1,784	1,785	1.6	.007	70
Custer.....99	22.6	.017	9	6.1	6.1	3.41	42.79	5,929	.011	340	102	10	9,388	.010	1,531	1,532	2.4	.010	59

Before using these figures, see explanation page 9.

NEBRASKA MARKET BEST IN 15 YEARS!



**\$400,000,000
FARM
INCOME**



**\$800,000,000
IN BUYING
POWER**



**WORLD-HERALD
COVERAGE AT
ALL-TIME HIGH**



**REACH THIS
BUYING POWER**

with The

OMAHA

WORLD-HERALD

for one medium
coverage of the
Nation's White Spot

O'MARA and ORMSBEE
National Representatives




- Per Farm Income, \$2,800!
- Crop Value Up 82 Million!
- Rural Retail Sales Up 15%!
- Crops Up 30 to 100%!
- Corn Crop Value 11-Year High!
- Hog Prices Rise 89%!
- Soil Conditions the Best in Years!

- 250 Million Dollar War Contracts!
- 100 Million Dollars in New Plants!
- 20,000 New Jobs in '42!
- Payrolls at All-Time High!
- Business Index Tops '29!
- Retail Sales at '29 Level!
- Wholesale Volume at '29 Peak!

- 100% in Metropolitan Omaha!
- 78% in 50-Mile Retail Zone!
- 67% in Urban Neb.-S. W. Iowa!
- 45% All Neb.-S. W. Iowa!
- One - Cost Coverage of Market!
- 193,072 Daily, and 193,890 Sunday!

NEBRASKA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thous- ands)	White Families Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Power In- dex	
Dakota.....	97	9.8	.007	39	2.6	2.5	.78	47.35	1,896	.004	288	105	19	2,615	.003	1,021	1,034	.9	.004	57
Dawes.....	99	10.1	.008	7	2.8	2.8	.84	47.04	4,059	.008	386	131	43	5,947	.007	2,132	2,140	1.6	.008	100
Dawson.....	99	17.9	.013	18	4.9	4.9	1.92	47.46	7,538	.014	512	117	23	9,076	.010	1,847	1,848	2.1	.012	92
Deuel.....	99	3.6	.003	8	.9	.9	.52	47.79	1,359	.003	176	147	17	1,924	.002	2,071	2,071	.4	.003	100
Dixon.....	97	10.4	.011	22	2.8	2.8	1.47	43.10	2,135	.004	206	140	7	3,664	.004	1,328	1,328	1.1	.004	36
Dodge.....	99	23.8	.018	45	6.8	6.8	1.79	49.28	10,118	.019	702	137	31	12,729	.014	1,864	1,866	3.5	.016	89
Douglas (Omaha).....	99	247.6	.188	739	68.4	64.9	1.76	47.65	122,744	.227	9,497	134	87	186,444	.205	2,727	2,808	37.6	.216	115
Dundy.....	172	5.1	.004	6	1.4	1.4	.65	45.51	1,274	.002	123	127	12	1,627	.002	1,198	1,199	.5	.002	50
Fillmore.....	98	11.4	.009	20	3.3	3.3	1.77	51.85	2,347	.004	120	133	11	3,944	.004	1,188	1,189	1.1	.004	44
Franklin.....	98	7.7	.006	13	2.2	2.2	1.20	48.53	1,627	.003	87	94	7	3,555	.004	1,583	1,584	.7	.003	50
Frontier.....	99	6.4	.005	7	1.8	1.8	1.17	47.63	1,231	.002	94	124	12	2,272	.002	1,264	1,264	.6	.002	40
Furnas.....	99	10.1	.008	14	3.0	3.0	1.33	47.95	2,743	.005	180	140	14	4,540	.005	1,502	1,502	1.2	.005	63
Gage.....	98	29.6	.022	35	8.0	8.0	2.87	50.23	8,783	.016	788	129	24	13,410	.015	1,671	1,674	3.3	.016	73
Garden.....	99	4.7	.004	3	1.2	1.2	.65	43.80	917	.002	93	107	10	1,881	.002	1,506	1,507	.5	.002	50
Garfield.....	99	3.5	.003	6	.9	.9	.49	42.91	864	.002	59	109	12	1,120	.001	1,251	1,253	.3	.002	67
Gosper.....	99	3.7	.003	8	1.0	1.0	.77	44.81	565	.001	33	73	7	704	.001	703	703	N. A.	.001	33
Grant.....	99	1.3	.001	2	.3	.3	.12	57.27	643	.001	100	116	82	1,000	.001	2,967	2,967	.1	.001	100
Greeley.....	99	6.9	.005	12	1.7	1.7	.96	38.73	1,293	.002	77	164	9	2,275	.002	1,375	1,375	.5	.002	40
Hall.....	98	27.5	.021	51	7.8	7.8	1.57	43.96	12,326	.023	795	126	41	15,633	.017	1,998	2,004	4.2	.020	95
Hamilton.....	99	10.0	.008	19	2.9	2.9	1.62	42.89	1,946	.004	153	118	13	3,193	.004	1,097	1,098	1.1	.004	50
Harlan.....	98	7.1	.005	12	2.0	2.0	1.12	46.57	1,362	.003	132	153	11	1,698	.002	849	850	.6	.003	60
Hayes.....	99	3.0	.002	4	.7	.7	.56	45.19	203	.001	44	119	4	438	.001	586	586	N. A.	.001	40
Hitchcock.....	99	8.4	.005	9	1.7	1.7	.80	46.08	1,495	.003	157	152	11	2,186	.002	1,270	1,271	.7	.003	60
Holt.....	99	16.6	.013	7	4.2	4.2	2.30	51.96	3,945	.007	408	136	10	5,048	.006	1,194	1,195	1.6	.007	54
Hooker.....	99	1.3	.001	2	.3	.3	.12	47.73	926	.002	40	98	30	1,298	.001	3,921	3,921	N. A.	.001	100
Howard.....	99	8.4	.006	15	2.3	2.3	1.40	52.32	1,502	.003	107	178	7	2,405	.003	1,043	1,043	.7	.003	50
Jefferson.....	98	15.5	.011	27	4.5	4.5	1.61	45.79	4,722	.009	346	112	24	7,440	.008	1,652	1,654	1.9	.008	73
Johnson.....	98	8.7	.007	23	2.5	2.5	1.28	49.35	1,770	.003	199	150	11	2,890	.003	1,171	1,171	.7	.003	43
Kearney.....	99	6.9	.005	13	2.0	2.0	1.15	51.28	1,329	.002	117	198	13	2,370	.003	1,213	1,213	.7	.003	60
Keith.....	99	8.3	.006	8	2.2	2.2	.71	46.59	3,922	.007	326	135	27	4,814	.005	2,220	2,224	1.0	.006	100
Keyapaha.....	99	3.2	.002	4	.8	.8	.57	52.47	290	.001	43	165	6	511	.001	646	647	N. A.	.001	50
Kimball.....	99	3.9	.003	4	1.1	1.1	.52	46.39	1,460	.003	130	141	25	1,770	.002	1,683	1,683	.5	.002	67
Knox.....	99	16.5	.013	15	4.3	4.2	2.46	41.01	3,275	.006	302	130	9	4,470	.005	1,029	1,052	1.7	.006	46
Lancaster (Lincoln).....	98	100.6	.076	119	29.1	28.9	2.92	45.07	46,458	.086	3,387	124	71	62,121	.068	2,133	2,143	15.8	.077	101
Lincoln.....	99	24.4	.019	10	6.8	6.7	1.96	46.38	10,689	.020	835	130	46	13,312	.015	1,970	1,978	3.5	.018	95

Before using these figures, see explanation page 9.

NEBRASKA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941 ESTIMATE					MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index
Logan.....99	1.7	.001	3	.5	.5	.27	46.14	359	.001	16	64	13	673	.001	1,486	1,489	N. A.	.001	100
Loup.....99	1.8	.001	3	.5	.5	.31	46.19	178		19	380	3	220		479	479	N. A.		
McPherson.....99	1.2	.001	1	.3	.3	.26	49.69	99		18	90	9	113		355	355	N. A.		
Madison.....99	24.3	.018	42	6.5	6.5	1.87	44.32	9,110	.017	773	164	27	10,643	.012	1,643	1,645	3.6	.015	83
Merrick.....99	9.4	.007	20	2.6	2.6	1.24	45.85	2,424	.004	161	129	13	3,851	.004	1,465	1,467	1.1	.004	57
Morrill.....99	9.4	.007	7	2.3	2.3	1.01	39.60	2,500	.005	192	142	16	3,319	.004	1,435	1,436	.7	.005	71
Nance.....99	7.7	.006	18	2.0	1.9	.96	40.67	1,493	.003	117	165	11	2,543	.003	1,304	1,305	.7	.003	50
Nemaha.....99	12.8	.010	32	3.7	3.7	1.47	52.69	3,232	.006	347	129	18	5,232	.006	1,409	1,410	1.2	.006	80
Nuckolls.....98	10.5	.008	18	3.0	3.0	1.37	44.90	2,414	.004	192	114	14	3,859	.004	1,299	1,300	1.2	.004	80
Otoe.....99	19.0	.014	31	5.4	5.3	2.22	49.77	5,582	.010	520	142	20	8,168	.009	1,521	1,524	2.2	.010	71
Pawnee.....98	8.5	.006	20	2.4	2.4	1.36	50.55	1,704	.003	157	123	8	2,579	.003	1,097	1,097	.7	.003	50
Perkins.....99	5.2	.004	6	1.3	1.3	.90	43.41	1,833	.003	196	109	15	2,679	.003	1,984	1,984	.6	.003	75
Phelps.....99	8.5	.006	16	2.4	2.4	1.16	46.97	3,229	.006	203	144	24	4,554	.005	1,813	1,816	1.2	.005	83
Pierce.....99	10.2	.008	18	2.7	2.7	1.60	41.92	2,377	.004	210	115	9	3,234	.004	1,196	1,197	1.1	.004	50
Platte.....99	20.2	.015	30	5.0	5.0	2.09	51.13	6,235	.012	465	159	22	8,017	.009	1,615	1,616	2.5	.010	67
Polk.....99	8.8	.007	20	2.5	2.5	1.39	48.91	1,574	.003	155	138	9	2,473	.003	1,003	1,003	1.0	.003	43
Red Willow.....99	12.0	.009	17	3.3	3.3	1.05	47.33	5,610	.010	348	149	39	8,184	.009	2,482	2,485	1.8	.009	100
Rickardson.....99	19.2	.015	35	5.3	5.3	1.92	44.89	5,666	.011	674	140	21	7,578	.008	1,431	1,437	2.3	.010	67
Rock.....99	4.0	.003	4	1.0	1.0	.59	48.33	1,033	.002	68	100	5	1,533	.002	1,509	1,509	.3	.002	67
Saline.....98	15.0	.011	26	4.6	4.6	2.06	60.18	3,876	.007	265	118	18	5,667	.006	1,230	1,231	1.6	.006	55
Sarpy.....99	10.8	.008	47	2.6	2.6	1.06	56.97	1,546	.003	260	123	14	2,528	.003	958	960	1.2	.003	38
Saunders.....99	17.9	.014	24	5.2	5.1	2.67	55.09	4,591	.008	428	114	13	7,369	.008	1,430	1,431	2.1	.008	57
Scotts Bluff.....99	33.9	.025	47	8.5	8.4	1.90	39.92	16,176	.030	1,123	134	36	20,615	.023	2,425	2,436	4.0	.026	104
Seward.....98	14.2	.011	25	4.0	4.0	2.08	51.61	3,175	.006	238	149	13	5,231	.006	1,296	1,296	N. A.	.006	55
Sheridan.....99	9.9	.007	4	2.7	2.7	1.24	49.50	4,086	.008	323	131	25	5,372	.006	1,993	1,987	1.2	.007	100
Sherman.....99	7.8	.006	14	2.0	2.0	1.17	40.26	1,274	.002	67	163	7	2,130	.002	1,051	1,052	.7	.002	33
Sioux.....99	4.0	.003	2	1.0	1.0	.70	47.97	329	.001	65	93	12	658	.001	635	636	N. A.	.001	33
Stanton.....99	6.9	.005	16	1.9	1.9	1.22	45.64	1,029	.002	86	151	10	1,778	.002	957	957	.7	.002	40
Thayer.....98	12.3	.009	21	3.4	3.4	1.64	45.98	3,114	.006	164	112	9	4,353	.005	1,267	1,267	1.5	.005	56
Thomas.....99	1.6	.001	2	.4	.4	.19	55.30	374	.001	43	119	23	553	.001	1,274	1,274	N. A.	.001	100
Thurston.....99	10.3	.008	26	2.4	2.0	1.10	37.63	1,948	.004	162	143	15	3,002	.003	1,228	1,367	1.1	.004	50
Valley.....99	8.2	.006	14	2.3	2.3	1.17	43.62	1,834	.003	143	136	9	2,641	.003	1,145	1,145	1.0	.003	50
Washington.....99	11.6	.009	30	3.2	3.2	1.58	51.02	2,462	.005	293	157	17	3,908	.004	1,222	1,224	1.3	.005	56
Wayne.....99	9.9	.007	22	2.6	2.6	1.45	44.35	2,593	.005	201	121	21	3,808	.004	1,439	1,439	1.6	.005	71
Webster.....98	8.1	.006	14	2.4	2.4	1.28	47.49	2,000	.004	129	157	8	3,021	.003	1,276	1,276	.7	.003	50
Wheeler.....99	2.2	.002	4	.5	.5	.38	44.89	187		27	150	2	344		652	652	N. A.		
York.....99	14.9	.011	26	4.3	4.3	1.83	49.10	4,668	.009	269	136	18	6,856	.008	1,599	1,602	1.9	.008	73
STATE TOTAL.....	1,315.8	.999	17	360.7	355.7	121.06	47.12	449,996	.832	35,451	131	37	650,002	.713	1,802	1,816	161.0	.775	78

For Nebraska City figures, see page 226.

West North Central States—City Data

MINNESOTA—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 ESTIMATE				WHOLE- SALE SALES 1941 EST.	INDUS- TRIAL VOLUME 1941 EST.	EFFECTIVE BUYING INCOME 1941 ESTIMATE						Thous- ands of \$1500 Pre- ferred families
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fami- lies, Est'd (in thous- ands)	% Owner- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Capita dol- lars	Per Fami- ly dol- lars	
Albert Lea.....	Freeborn.....	12.2	38.39	.44	.009	3.4	51.65	28.89	8,897	74.60	.79	.016	4,316	N. A.	7,456	39.91	.44	.008	611	2,210	2.0
Austin.....	Mower.....	18.3	50.69	.66	.014	4.9	54.56	30.22	10,643	73.60	.95	.020	3,542	N. A.	9,149	45.68	.54	.010	500	1,876	2.7
Bemidji.....	Beltrami.....	9.4	36.11	.34	.007	2.6	57.04	19.17	6,611	79.54	.99	.012	4,283	N. A.	4,747	41.15	.28	.005	504	1,832	.9
Brainerd.....	Crow Wing.....	12.1	39.94	.43	.009	3.3	57.96	20.95	7,670	69.96	.68	.014	3,561	3,546	5,884	37.73	.35	.006	487	1,600	1.2
Cloquet.....	Carlton.....	7.3	30.17	.26	.006	2.0	69.74	26.11	3,609	51.30	.32	.007	1,120	N. A.	3,951	40.40	.23	.004	541	2,016	.9

Before using these figures, see explanation page 9.

MINNESOTA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thous- ands of \$1500 Pre- ferred families
Crookston	Polk	7.2	18.98	.26	.005	1.9	54.25	21.95	4,358	38.19	.39	.008	2,911	N. A.	3,891	24.29	.23	.004	543	2,080	.8
Duluth	St. Louis	101.1	48.84	3.62	.077	27.8	48.25	27.30	54,040	60.88	4.80	.100	112,700	45,468	76,837	52.92	4.52	.084	760	2,762	12.9
Fairmont	Martin	7.0	28.34	.25	.005	1.9	53.44	26.96	5,946	61.96	.53	.011	2,500	N. A.	3,882	32.55	.23	.004	556	1,991	.9
Fairbault	Rice	14.5	45.17	.52	.011	3.1	53.66	24.12	6,441	63.03	.57	.012	2,310	6,241	5,980	42.56	.35	.007	412	1,945	1.5
Fergus Falls	Otter Tail	10.8	20.39	.39	.008	2.4	53.89	23.95	6,483	50.98	.58	.012	2,735	N. A.	3,289	17.66	.19	.004	303	1,340	1.7
Hibbing	St. Louis	16.4	7.92	.59	.012	4.3	47.44	26.40	9,686	10.91	.86	.018	3,515	666	12,532	8.63	.74	.014	785	2,939	1.8
Mankato	Blue Earth	15.7	43.24	.56	.012	4.3	50.86	30.82	14,132	79.04	1.26	.026	12,650	7,155	10,894	42.96	.64	.012	696	2,525	2.4
Minneapolis	Hennepin	492.4	86.55	17.63	.374	142.8	41.14	33.55	300,035	94.37	26.6	7.555	796,030	277,460	483,861	93.04	28.46	.531	983	3,388	71.6
Moorhead	Clay	9.5	37.46	.34	.007	2.5	45.58	27.50	5,887	67.50	.53	.011	5,235	N. A.	5,604	40.19	.33	.008	590	2,231	1.0
New Ulm	Brown	8.7	34.23	.31	.007	2.4	60.19	25.86	5,197	52.86	.46	.010	2,625	N. A.	5,103	36.14	.30	.006	584	2,127	1.0
Owatonna	Steele	8.7	44.02	.31	.007	2.3	55.00	27.23	5,410	70.11	.48	.010	2,353	N. A.	4,114	38.82	.24	.005	473	1,775	1.1
Red Wing	Goodhue	10.0	31.56	.36	.008	2.8	58.41	25.23	5,874	50.51	.52	.011	2,160	N. A.	5,719	33.60	.34	.006	574	2,051	1.3
Recheater	Olmsted	26.3	61.68	.94	.020	6.3	50.25	38.10	17,523	88.68	1.56	.032	4,972	2,785	15,066	54.64	.89	.017	573	2,390	4.4
St. Cloud	Benton- Sherburne- Stearns	24.2		.86	.018	5.4	50.63	26.39	13,584		1.21	.025	7,417	5,146	12,149		.71	.013	503	2,237	2.6
St. Paul	Ramsey	287.7	92.84	10.30	.219	80.5	47.10	32.28	185,017	97.23	16.45	.342	251,640	188,536	260,411	93.65	15.32	.296	905	3,233	40.8
So. St. Paul	Dakota	11.8	29.86	.42	.009	3.1	59.88	28.20	6,482	53.60	.58	.012	138,550	N. A.	6,426	32.28	.38	.007	543	2,103	1.5
Thief River Falls	Pennington	6.0	46.61	.22	.005	1.6	58.05	21.76	4,889	94.13	.43	.009	6,162	N. A.	2,656	36.52	.16	.003	441	1,691	.6
Virginia	St. Louis	12.3	5.93	.44	.009	3.4	47.80	25.07	8,280	.933	.74	.015	2,600	960	10,078	6.94	.59	.011	822	2,921	1.6
Willmar	Kandiyohi	7.6	28.74	.27	.006	2.1	48.31	26.92	6,002	65.62	.53	.011	3,159	N. A.	5,722	45.29	.34	.006	751	2,718	.9
Winona	Winona	22.5	59.51	.81	.017	6.3	57.28	26.24	12,184	81.62	1.08	.023	6,352	18,750	14,855	73.48	.87	.016	681	2,369	3.4
Worthington	Nobles	5.9	27.90	.21	.004	1.6	55.21	26.71	5,815	67.21	.52	.011	3,027	N. A.	2,124	17.99	.12	.002	359	1,303	.7
TOTAL ABOVE	CITIES	1,165.6		41.74	.885	325.0			720,695		64.08	1.333			962,378		57.79	1.077	843	3,022	162.4
STATE TOTAL		2,792.3			2.121	728.4	55.24		1,124,997			2.079			1,699,998			1.866	609	2,334	327.3

For Minnesota County figures, see page 202.

IOWA—City Data

Algona	Kossuth	5.0	18.60	.20	.004	1.4	N. A.	N. A.	4,130	47.25	.43	.006	8,292	N. A.	4,039	37.15	.28	.004	815	2,885	.6
Ames	Story	12.6	37.55	.49	.010	3.6	52.47	38.25	9,290	60.60	.98	.017	2,543	585	11,093	52.68	.77	.012	884	3,064	2.9
Atlantic	Cass	5.8	31.11	.23	.004	1.7	N. A.	N. A.	5,133	64.32	.54	.009	1,590	N. A.	4,586	47.61	.32	.005	790	2,698	.7
Boone	Boone	12.4	41.55	.49	.009	3.6	57.10	20.40	7,183	72.54	.76	.013	2,152	1,764	9,171	69.68	.64	.010	741	2,580	1.7
Burlington	Des Moines	25.8	70.19	1.02	.020	7.9	57.83	22.75	14,751	90.77	1.55	.027	13,497	N. A.	24,047	83.27	1.67	.026	931	3,059	4.1
Carroll	Carroll	5.4	23.67	.21	.004	1.4	N. A.	N. A.	4,694	53.37	.49	.009	3,124	N. A.	3,844	34.24	.27	.004	713	2,746	.6
Cedar Rapids	Linn	62.1	69.69	2.45	.047	18.5	52.61	29.92	44,018	98.25	4.63	.081	43,367	91,240	60,431	76.14	4.20	.066	973	3,269	9.8
Cherokee	Cherokee	7.5	38.78	.29	.006	1.6	N. A.	N. A.	4,632	70.76	.49	.009	1,245	N. A.	3,813	44.43	.26	.004	511	2,383	.7
Clarinda	Page	4.9	19.71	.19	.004	1.5	N. A.	N. A.	4,440	36.33	.47	.008	N. A.	N. A.	3,564	24.67	.25	.004	727	2,376	.6
Clinton	Clinton	26.3	58.74	1.04	.020	7.5	56.74	22.61	13,738	73.50	1.45	.025	4,813	23,085	24,530	72.78	1.70	.027	934	3,285	4.0
Council Bluffs	Pottawattamie	41.4	62.08	1.63	.031	11.7	51.26	20.70	16,438	75.28	1.73	.030	13,079	N. A.	31,792	72.42	2.21	.035	767	2,719	5.9
Creston	Union	8.0	49.34	.32	.006	2.5	N. A.	N. A.	4,548	80.47	.48	.009	2,064	N. A.	5,826	75.92	.40	.006	725	2,330	1.1
Davenport	Scott	66.0	77.92	2.60	.050	19.1	44.02	31.63	43,021	98.90	4.53	.080	56,597	32,688	64,222	88.23	4.46	.070	972	3,355	10.2
Des Moines	Polk	159.8	81.61	6.30	.121	46.6	49.35	29.03	95,512	95.21	10.05	.177	164,678	85,876	158,584	92.01	11.01	.174	992	3,401	22.1
Dubuque	Dubuque	43.9	68.83	1.73	.033	11.5	43.46	23.86	25,540	93.78	2.69	.047	26,208	28,043	36,774	85.12	2.55	.040	838	3,194	6.0
Fort Dodge	Webster	22.9	55.16	.90	.017	6.5	46.46	27.09	16,934	84.12	1.78	.031	19,311	13,690	19,830	66.44	1.38	.022	866	3,060	3.6
Fort Madison	Lee	14.1	34.24	.55	.011	3.7	53.86	21.44	5,052	37.14	.53	.009	1,435	9,674	9,713	38.57	.67	.011	691	2,649	2.1
Iowa City	Johnson	17.2	51.77	.68	.013	5.2	45.81	32.67	13,419	85.83	1.41	.025	3,629	1,734	13,688	61.67	.95	.015	797	2,646	3.4
Keokuk	Lee	15.1	36.70	.59	.011	4.5	49.72	20.01	7,260	53.37	.76	.013	2,547	13,955	11,403	45.28	.79	.013	756	2,517	2.0
Marshalltown	Marshall	19.2	54.34	.76	.015	5.6	49.59	24.85	11,762	76.29	1.24	.022	11,170	N. A.	15,160	74.40	1.05	.017	788	2,725	2.8
Mason City	Cerro Gorde	27.1	61.76	1.07	.021	7.2	45.69	27.49	17,948	83.46	1.89	.033	21,080	33,968	21,549	66.46	1.50	.024	796	2,977	3.6
Muscatine	Muscatine	18.3	58.43	.72	.014	5.7	51.47	18.93	9,633	79.57	1.01	.018	6,604	13,670	14,300	77.66	.99	.016	782	2,526	2.1
Newton	Jasper	10.5	33.22	.41	.008	3.0	47.34	22.70	5,907	64.52	.62	.011	892	N. A.	7,937	48.67	.55	.009	759	2,635	2.2
Oelwein	Fayette	7.8	26.76	.31	.006	2.2	N. A.	N. A.	4,872	50.98	.51	.009	981	N. A.	6,444	47.18	.45	.007	826	2,929	1.0
Oakaloosa	Mahaska	11.0	41.62	.43	.008	3.4	53.65	19.67	6,371	72.66	.67	.012	4,078	N. A.	8,195	60.30	.57	.009	743	2,404	1.3
Ottumwa	Wapello	31.6	71.30	1.24	.024	9.3	55.54	20.88	15,220	93.26	1.60	.028	10,692	N. A.	22,040	76.69	1.53	.024	698	2,380	3.1
Perry	Dallas	6.0	24.25	.24	.005	2.0	N. A.	N. A.	4,187	50.00	.44	.008	10,055	N. A.	6,055	49.32	.42	.007	1,013	3,028	.9
Shenandoah	Page	6.8	27.51	.27	.005	2.2	N. A.	N. A.	6,871	56.22	.72	.013	2,487	N. A.	8,298	57.44	.58	.009	1,212	3,772	.9
Sioux City	Woodbury	82.4	79.48	3.24	.063	22.9	41.64	25.13	45,519	91.33	4.79	.084	173,456	N. A.	75,747	86.74	5.26	.083	920	3,315	13.1
Spencer	Clay	6.6	37.15	.26	.005	2.0	N. A.	N. A.	6,819	77.02	.72	.013	3,465	N. A.	5,640	52.84	.39	.006	855	2,820	.8

Before using these figures, see explanation page 9.

I O W A—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Waterloo.....	Black Hawk...	51.7	64.72	2.04	.039	14.9	52.37	29.02	37,535	92.71	3.95	.069	22,750	156,450	50,012	85.20	3.47	.055	967	3,350	7.8
Webster City...	Hamilton.....	6.7	33.82	.27	.005	1.9	N. A.	N. A.	4,746	68.83	.50	.009	3,534	N. A.	5,547	63.18	.39	.006	823	2,919	.8
TOTAL ABOVE	CITIES.....	841.9		33.17	.639	242.3			523,121		54.41	.956			747,874		51.93	.820	888	3,087	122.5
STATE TOTAL		2,538.3			1.928	701.8	51.51		950,000			1.756			1439,997			1.580	567	2,052	317.8

For Iowa County figures, see page 206.

N O R T H D A K O T A—City Data

Bismarck.....	Burleigh.....	15.5	68.16	2.41	.012	3.9	37.22	31.72	11,656	95.82	5.69	.022	8,179	1,787	13,661	92.60	5.06	.015	882	3,497	2.1
Devils Lake.....	Ramsey.....	6.2	39.70	.97	.005	1.5	34.52	24.32	5,613	76.39	2.74	.010	3,046	N. A.	4,837	56.46	1.79	.005	780	3,133	.8
Dickinson.....	Stark.....	5.8	37.88	.91	.004	1.5	48.75	22.53	3,824	76.45	1.87	.007	2,592	N. A.	5,077	74.87	1.88	.006	869	3,419	.8
Fargo.....	Cass.....	32.6	61.65	5.08	.025	8.6	35.58	33.97	27,514	87.33	13.42	.051	58,464	N. A.	33,881	86.25	12.55	.037	1,040	3,931	5.8
Grand Forks.....	Grand Forks...	20.2	58.60	3.15	.015	5.3	42.76	29.07	15,040	83.27	7.34	.028	10,355	N. A.	18,764	82.13	6.95	.021	928	3,532	3.2
Jamestown.....	Stutsman.....	8.8	37.41	1.37	.007	2.3	43.16	23.81	6,216	76.89	3.03	.011	3,061	N. A.	7,573	68.17	2.80	.008	862	3,373	1.3
Minot.....	Ward.....	16.6	51.83	2.58	.013	4.4	35.03	25.34	11,850	80.11	5.78	.022	12,592	3,576	16,317	74.83	6.04	.017	984	3,714	2.7
Valley City.....	Barnes.....	5.9	33.22	.92	.004	1.6	35.57	23.21	4,373	71.20	2.13	.008	1,923	N. A.	5,230	61.41	1.94	.006	884	3,185	.9
Williston.....	Williams.....	5.8	35.49	.90	.004	1.6	44.54	22.13	4,803	75.89	2.34	.009	3,329	N. A.	5,280	64.87	1.96	.006	912	3,331	.8
TOTAL ABOVE	CITIES.....	117.4		18.29	.089	30.7			90,889		44.34	.168			110,620		40.97	.121	942	3,600	18.4
STATE TOTAL		641.9			.488	152.0	49.80		205,002			.379			270,001			.296	421	1,776	71.5

For North Dakota County figures, see page 214.

S O U T H D A K O T A—City Data

Aberdeen.....	Brown.....	17.0	57.34	2.65	.013	4.5	41.97	24.13	12,004	81.23	5.33	.022	13,585	2,427	14,402	70.44	4.80	.016	846	3,173	2.8
Huron.....	Beadle.....	10.8	55.19	1.69	.008	3.0	39.00	21.35	7,391	82.45	3.28	.013	2,891	N. A.	8,086	67.45	2.70	.008	746	2,666	1.8
Mitchell.....	Davison.....	10.6	69.33	1.65	.008	3.0	34.64	22.27	8,450	87.42	3.76	.016	3,950	N. A.	8,402	65.01	2.80	.009	790	2,793	1.7
Rapid City.....	Pennington.....	13.8	58.17	2.15	.011	4.0	42.90	22.98	13,381	87.34	5.95	.025	5,331	N. A.	11,063	56.83	3.69	.012	799	2,800	1.8
Sioux Falls.....	Minnehaha.....	40.6	70.77	6.35	.031	11.2	41.75	29.34	33,022	95.25	14.68	.061	59,248	62,609	38,323	85.30	12.77	.042	939	3,408	6.5
Watertown.....	Codington.....	10.6	62.40	1.65	.008	2.8	40.42	20.91	8,738	85.51	3.88	.016	6,307	N. A.	8,018	60.45	2.67	.009	755	2,878	1.6
Yankton.....	Yankton.....	6.8	40.65	1.06	.005	1.8	N. A.	N. A.	5,348	86.23	2.38	.010	3,414	N. A.	5,082	59.52	1.69	.006	748	2,823	1.0
TOTAL ABOVE	CITIES.....	110.4		17.20	.084	30.3			88,334		39.26	.163			93,376		31.12	.102	846	3,082	17.2
STATE TOTAL		643.0			.488	165.4	44.97		224,996			.416			300,000			.329	467	1,813	75.1

For South Dakota County figures, see page 215.

M I S S O U R I—City Data

Cape Girardeau.....	Cape Girardeau	19.4	51.43	.51	.015	5.2	47.20	20.85	10,959	78.25	.81	.020	5,176	13,152	17,522	81.48	.78	.019	902	3,366	1.8
Carthage.....	Jasper.....	10.6	13.45	.28	.008	3.2	48.08	16.44	5,653	75.53	.42	.010	1,188	7,140	11,091	22.42	.49	.012	1,048	3,440	1.2
Chillicothe.....	Livingston.....	8.0	44.51	.21	.006	2.2	50.78	17.72	4,654	86.73	.34	.009	2,624	N. A.	7,980	97.20	.35	.009	996	3,564	.8
Clayton.....	St. Louis.....	13.1	1.20	.35	.010	3.7	40.94	85.14	9,137	1.78	.68	.017		423	10,207	1.07	.45	.011	781	2,755	1.4
Columbia.....	Boone.....	18.4	52.58	.49	.014	5.7	40.31	30.92	12,592	84.99	.93	.023	3,581	N. A.	18,690	84.42	.83	.021	1,016	3,273	2.9
Hannibal.....	Marion.....	20.9	66.08	.55	.016	6.3	44.58	17.74	9,281	81.68	.69	.017	4,567	N. A.	13,608	70.17	.60	.015	652	2,144	2.6
Independence.....	Jackson.....	16.1	3.36	.42	.012	4.8	48.21	22.20	10,074	3.39	.75	.019	2,284	3,302	27,013	5.98	1.20	.030	1,681	5,623	2.1
Jefferson City.....	Cole.....	24.3	69.51	.64	.019	5.7	42.65	33.58	12,536	93.37	.93	.023	3,765	N. A.	16,686	81.57	.74	.018	688	2,911	3.1
Joplin.....	Newton-Jasper.....	37.1		.98	.028	11.4	46.00	17.61	23,317		1.73	.043	36,486	12,811	42,428		1.89	.047	1,142	3,723	4.6
Kansas City.....	Jackson.....	399.2	83.54	10.55	.303	122.1	30.93	27.44	275,025	92.65	20.37	.508	1,081,415	N. A.	392,015	86.75	17.42	.430	982	3,211	65.5
Kirkville.....	Adair.....	10.1	48.79	.27	.008	3.2	43.27	17.85	6,096	90.45	.45	.011	3,571	N. A.	8,203	79.79	.36	.009	814	2,567	1.2
Maplewood.....	St. Louis.....	12.9	1.18	.34	.010	3.7	47.08	31.22	10,326	2.01	.76	.019	862	3,422	11,588	1.21	.51	.013	900	3,136	2.4
Marshall.....	Saline.....	8.5	29.01	.23	.006	2.6	40.32	17.31	4,431	61.35	.33	.008	2,043	N. A.	6,727	56.62	.30	.007	788	2,590	1.1
Maryville.....	Nodaway.....	9.7	22.30	.15	.004	1.8	46.48	19.65	4,532	64.76	.34	.009	2,026	N. A.	5,074	48.41	.23	.006	890	2,794	.6
Mexico.....	Audrain.....	9.1	38.93	.24	.007	2.8	39.81	19.70	4,960	72.27	.37	.009	802	N. A.	8,051	78.52	.36	.009	889	2,893	1.1
Moberly.....	Randolph.....	12.9	52.83	.34	.010	4.2	45.36	17.83	5,994	81.45	.44	.011	3,549	N. A.	10,363	84.46	.47	.011	802	2,497	1.7
Poplar Bluff.....	Butler.....	11.2	32.57	.29	.009	3.1	43.77	15.31	6,207	84.51	.46	.012		663	8,936	79.49	.40	.010	801	2,930	1.2
St. Charles.....	St. Charles.....	10.8	42.26	.28	.008	3.0	51.76	22.10	4,824	64.25	.36	.009	1,497	N. A.	8,468	67.74	.38	.009	784	2,815	1.2
St. Joseph.....	Buchanan.....	75.7	80.49	2.00	.057	21.7	36.52	19.53	35,014	93.41	2.59	.065	67,443	N. A.	58,128	93.89	2.61	.064	776	2,704	9.3

Before using these figures, see explanation page 9.

9 Ways the Winner

IN KANSAS CITY



1

STAFF

KMBC has by far the largest staff of any Kansas City station — nearly 100 trained, experienced radio people.



2

BUSINESS

KMBC carries more national spot business than any other Kansas City station — more in hours, more in dollars.*

*Sworn statement, Robert S. Conlan, independent market analyst.



3

RENEWALS

KMBC accounts, in three out of four cases, are renewals — despite the volume of new business on the air.



4

NETWORK

KMBC carries the full basic schedule of the Columbia Broadcasting System — according to surveys Kansas City's favorite network.



5

SERVICE

KMBC is the only Kansas City station maintaining complete, full-time departments of Home Economics, Farm Service, Education, and Sports . . . and presenting nearly 30 hours of service programs per week.



6

ORIGINATIONS

KMBC is the only Kansas City station regularly originating programs to a coast to coast network.



7

PRODUCTION

KMBC maintains a standard of production and programming equaled by few other U. S. stations . . . a standard which won Variety's last Showmanship Award for Program Origination.



8

PROMOTION

KMBC is the only Kansas City station actively working to build out-of-town audience through newspaper and outdoor advertising, radio and press publicity, and personal appearances by staff members throughout its territory.



9

AUDIENCE

KMBC leads in listening audience during more quarter-hour periods — morning, noon and night — seven days a week — than any competing station.*

*Comprehensive coincidental telephone surveys, Dec. 1940, June 1941, Dec. 1941.

K M B C

of KANSAS CITY

FREE & PETERS, INC.

CBS BASIC NETWORK

APRIL 10, 1942

[2 2 3]



KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

There Is One and Only One Basic NBC Red Network in the World

In the prosperous area where St. Louis is the center, KSD is the only basic NBC Red Network station—it is 225 miles to the nearest.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

MISSOURI—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Families, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Capita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
*St. Louis	St. Louis	816.0		* 21.56	.620	234.9	26.75	25.75	440,019		* 32.59	.813	1,482,590	910,190	851,501		* 37.84	.934	1,043	3,625	121.1
Sedalia	Pettis	20.4	61.28	.54	.016	6.3	45.74	15.07	9,556	90.51	.71	.018	5,822	N. A.	12,367	75.24	.55	.014	605	1,970	2.5
Springfield	Greene	61.2	67.64	1.62	.046	16.6	44.58	19.84	32,011	90.60	2.37	.059	45,255	25,385	40,489	75.15	1.80	.044	661	2,172	6.6
University City	St. Louis	33.0	3.03	.87	.025	9.0	48.20	59.30	7,640	1.49	.57	.014	1,376	1,743	31,137	3.26	1.39	.034	943	3,457	7.3
Webster Groves	St. Louis	18.4	1.69	.49	.014	4.8	68.94	56.31	7,413	1.44	.55	.014		N. A.	11,674	1.22	.52	.013	635	2,432	3.8
TOTAL ABOVE	CITIES	1,673.0		44.20	1.271	490.0			952,251		70.54	1.760			1630,542		72.47	1.789	975	3,327	247.1
STATE TOTAL		3,784.7			2.874	10686	44.26		1349,992			2.495			2250,003			2.469	594	2,105	429.3

*Independent City.

For Missouri County figures, see page 210.

KANSAS—City Data

Arkansas City	Cowley	12.8	33.44	.71	.010	3.9	41.94	14.75	7,147	49.49	1.13	.013	5,507	4,731	10,809	45.45	1.07	.012	848	2,778	2.3
Atchison	Atchison	12.6	56.92	.70	.010	3.7	48.77	17.63	6,415	90.12	1.02	.012	5,928	N. A.	9,367	84.89	.93	.010	741	2,530	2.0
Chanute	Neosho	10.1	45.66	.56	.008	3.1	52.00	16.19	5,621	78.78	.89	.010	1,285	382	8,017	75.77	.79	.009	790	2,567	1.2
Coffeyville	Montgomery	17.4	34.90	.96	.013	5.1	47.26	17.96	8,859	46.35	1.41	.016	3,962	8,715	14,452	50.10	1.43	.016	833	2,820	2.4
Dodge City	Ford	8.5	49.19	.47	.006	2.4	N. A.	N. A.	7,195	84.27	1.14	.013	3,322	N. A.	7,229	56.54	.72	.008	852	3,012	1.8
El Dorado	Butler	10.0	31.38	.56	.008	2.9	45.27	18.97	6,554	56.24	1.04	.012	1,626	457	8,039	45.81	.80	.009	800	2,755	1.7
Emporia	Lyon	13.2	49.91	.73	.010	4.0	50.41	21.14	8,514	81.68	1.35	.016	4,108	N. A.	11,059	60.01	1.09	.012	839	2,781	1.9
Fort Scott	Bourbon	10.6	50.41	.59	.008	3.3	48.04	14.36	6,038	88.16	.96	.011	1,904	N. A.	9,293	84.07	.92	.010	880	2,808	2.6
Garden City	Finney	6.3	62.28	.35	.005	1.8	N. A.	N. A.	5,527	96.86	.88	.010	1,443	N. A.	5,043	57.57	.50	.006	802	2,802	.9
Great Bend	Barton	9.0	36.16	.50	.007	2.6	N. A.	N. A.	6,598	58.94	1.05	.012	1,954	N. A.	7,367	46.17	.73	.008	815	2,833	1.2
Hutchinson	Reno	30.0	57.53	1.67	.023	8.7	47.89	20.45	20,504	82.88	3.25	.038	30,515	14,552	26,113	72.83	2.59	.029	870	2,990	3.8

Before using these figures, see explanation page 9.

**A BOOK EVERYONE
SELLING ST. LOUIS
SHOULD HAVE!**

ARE YOU GETTING
YOUR SHARE FROM
THE BUSY ST. LOUIS
MARKET?

IS YOUR PRESENT
DISTRIBUTION IN
ST. LOUIS ADEQUATE?

ARE YOUR SALES
QUOTAS FOR ST. LOUIS
SET TOO LOW?

DO YOU HAVE THE LATEST FACTS ON AMERICA'S 9th BIGGEST MARKET?

WHEN this handy, pocket-size book on St. Louis was first offered six months ago, leading sales executives praised it as being, "packed with information" . . . "a real service to business" . . . "the best of its kind I have ever seen!"

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businesses . . . comparisons between St. Louis and 24 other markets . . . facts from scores of different sources . . . all arranged in handy, quick-reference tables.

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Firm _____
Address _____
City _____

KANSAS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dollars	Per Family dollars	Thous- ands of \$1500 Pre- ferred families
Independence...	Montgomery...	11.6	23.26	.64	.009	3.5	45.74	15.35	7,137	37.34	1.13	.013	3,524	716	10,824	37.53	1.07	.012	936	3,086	1.6
Iola...	Allen...	7.2	36.45	.40	.005	2.3	N. A.	N. A.	4,208	72.01	.67	.008	1,753	N. A.	6,180	67.83	.61	.007	853	2,687	1.2
Kansas City...	Wyandotte...	121.5	83.72	6.74	.092	34.1	49.67	18.43	45,411	.9054	7.21	.084	51,068	218,254	80,263	96.20	7.95	.089	661	2,356	13.7
Lawrence...	Douglas...	14.4	57.17	.80	.011	4.7	47.81	22.92	9,758	85.78	1.55	.018	3,324	N. A.	12,480	72.26	1.23	.014	866	2,657	2.5
Leavenworth...	Leavenworth...	19.2	46.75	1.07	.015	5.7	54.30	20.87	8,005	77.35	1.27	.015	2,720	N. A.	14,462	77.33	1.43	.016	752	2,521	2.2
McPherson...	McPherson...	7.2	29.79	.40	.005	2.1	N. A.	N. A.	5,086	59.37	.81	.009	2,592	N. A.	6,046	41.83	.60	.007	840	2,879	1.0
Manhattan...	Riley...	11.7	56.55	.85	.009	3.5	43.06	30.12	8,425	79.32	1.34	.016	3,944	N. A.	10,606	68.51	1.05	.012	910	2,993	2.1
Newton...	Harvey...	11.0	50.88	.61	.008	3.1	57.93	21.27	6,554	78.37	1.04	.012	1,464	N. A.	8,894	70.06	.88	.008	805	2,850	1.9
Ottawa...	Franklin...	10.2	48.80	.57	.008	3.0	49.12	16.12	5,690	80.58	.90	.011	2,987	N. A.	8,071	71.42	.80	.008	792	2,730	1.3
Parsons...	Labette...	14.3	47.09	.79	.011	4.1	47.58	16.19	7,104	71.82	1.13	.013	6,359	2,181	11,574	68.31	1.15	.013	810	2,800	2.0
Pittsburg...	Crawford...	17.6	39.76	.98	.013	5.6	50.21	14.69	10,532	69.24	1.67	.019	8,937	4,568	16,680	64.60	1.65	.018	949	1,958	3.3
Pratt...	Pratt...	6.6	53.38	.37	.005	1.9	N. A.	N. A.	4,681	85.33	.74	.009	1,425	N. A.	5,370	63.48	.53	.006	815	2,826	3.6
Salina...	Saline...	21.1	71.35	1.17	.016	6.1	46.80	23.86	14,370	94.56	2.28	.027	23,376	N. A.	18,262	82.14	1.61	.020	867	3,017	3.4
Topeka...	Shawnee...	67.8	74.34	3.77	.051	20.5	46.76	25.09	38,014	81.50	5.72	.067	25,208	N. A.	64,622	91.17	6.40	.071	953	3,158	9.9
Wichita...	Sedgwick...	115.0	80.22	6.38	.087	34.8	41.84	24.61	71,500	93.36	11.35	.132	92,264	56,407	110,580	91.85	10.95	.121	962	3,180	19.1
Winfield...	Cowley...	9.5	24.92	.53	.007	3.1	N. A.	N. A.	6,306	43.66	1.00	.012	3,102	N. A.	10,443	43.92	1.03	.011	1,099	3,369	1.7
TOTAL ABOVE	CITIES...	606.4		33.67	.460	179.6			339,753	53.93		.628			512,125		50.71	.562	845	2,851	92.3
STATE TOTAL		1,801.0			1.368	511.1	50.97		629,998			1.165			1010,000		1.108		561	1,976	256.5

For Kansas County figures, see page 216.

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4;
one to advertisers, on page 270.

NEBRASKA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thou- sands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U S A	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thou- sands of \$1500 Pre- ferred families
Alliance.....	Box Butte.....	6.3	58.24	.48	.005	1.7	N. A.	N. A.	4,495	89.12	1.00	.008	4,153	N. A.	4,559	66.97	.70	.005	729	2,682	.8
Beatrice.....	Gage.....	10.9	36.78	.83	.008	3.2	53.62	20.05	6,316	71.91	1.40	.012	3,164	3,346	9,206	68.65	1.42	.010	846	2,860	1.5
Columbus.....	Platte.....	7.6	37.80	.58	.006	2.0	N. A.	N. A.	4,960	79.55	1.10	.009	2,087	N. A.	5,258	65.59	.80	.005	689	2,629	.8
Falls City.....	Richardson.....	6.1	32.05	.47	.005	1.7	N. A.	N. A.	4,211	71.52	.94	.008	1,691	N. A.	4,519	59.63	.70	.005	735	2,658	.8
Fremont.....	Dodge.....	11.9	49.84	.90	.009	3.5	46.35	21.03	7,668	75.79	1.70	.014	4,342	2,974	9,472	74.41	1.46	.010	799	2,730	2.0
Grand Island.....	Hall.....	19.1	69.51	1.45	.014	5.5	42.79	22.04	11,059	89.71	2.46	.020	15,766	2,615	14,216	90.94	2.19	.016	743	2,599	3.0
Hastings.....	Adams.....	15.2	61.63	1.15	.011	4.3	45.20	20.20	8,244	90.82	1.83	.015	8,133	N. A.	11,189	87.58	1.72	.012	739	2,596	2.9
Kearney.....	Buffalo.....	9.6	40.77	.73	.007	2.8	N. A.	N. A.	5,960	70.88	1.32	.011	2,864	N. A.	7,078	68.67	1.09	.008	734	2,528	1.2
Lincoln.....	Lancaster.....	82.0	81.51	6.23	.062	24.6	44.40	26.60	40,850	87.93	9.06	.076	39,325	17,177	60,830	97.92	9.37	.066	742	2,469	13.1
McCook.....	Red Willow.....	6.2	51.98	.47	.005	1.7	N. A.	N. A.	4,373	77.95	.97	.008	2,716	N. A.	5,175	63.23	.79	.006	833	3,044	.7
Nebraska City.....	Otoe.....	7.3	38.64	.56	.006	2.1	N. A.	N. A.	3,870	69.33	.86	.007	3,761	N. A.	5,414	66.28	.83	.006	738	2,578	.9
Norfolk.....	Madison.....	10.5	43.22	.80	.008	3.0	41.29	20.58	6,828	74.95	1.52	.013	5,108	1,863	8,064	75.77	1.24	.009	769	2,676	1.8
North Platte.....	Lincoln.....	12.4	48.88	.94	.009	3.4	46.21	23.94	8,541	79.90	1.90	.016	5,079	N. A.	9,573	71.91	1.47	.011	770	2,834	1.7
Omaha.....	Douglas.....	223.8	90.42	17.01	.169	62.1	46.14	28.88	120,040	97.80	26.68	.222	468,250	258,124	182,173	97.71	28.03	.200	814	2,932	33.5
Scottsbluff.....	Scotts Bluff.....	12.1	35.55	.92	.009	3.1	41.49	23.55	9,903	61.22	2.20	.018	4,923	1,365	10,042	48.71	1.54	.011	833	3,250	1.5
York.....	York.....	5.4	36.19	.41	.006	1.7	N. A.	N. A.	3,604	77.21	.80	.007	2,406	N. A.	5,220	76.14	.80	.006	970	3,071	.8
TOTAL ABOVE	CITIES.....	446.4		33.93	.339	126.4			250,922		55.76	.464			351,988		54.15	.386	788	2,785	67.0
STATE TOTAL.....		1,315.8			.999	360.7	47.12		449,996			.632			650,002			.713	494	1,802	161.0

For Nebraska County figures, see page 218.

Before using these figures, see explanation page 9.

Attention:

1. Companies that are being forced to release salesmen
2. Companies that are now recruiting salesmen

IN spite of the sellers' market condition which exists in many industries, there is still a substantial number of companies that are operating in a buyers' market, and some of these firms are seeking men for their sales forces. An obvious need is to find the ways and means for putting these companies in touch with firms that, through the force of circumstances, are having to release capable trained men.

The National Federation of Sales Executives is currently seeking to establish employment clearing houses in each of the 51 local sales executives' clubs which are affiliated with that organization. Most of these clubs already have Employment Committees or Man-Marketing Clinics. The editors of SALES MANAGEMENT will gladly help in every way possible to further this program. The important factor is speed.

We, therefore, make this suggestion: If you are having to let salesmen go, or if you want capable new recruits for the sales force, get in touch with the nearest sales managers' club. If you do not know how to do this, write either to the National Federation of Sales Executives, Hotel Roosevelt, New York City, or to the editors of SALES MANAGEMENT, 420 Lexington Avenue, New York City, who will see that the information is cleared through the logical channels. If your organization is large and a number of branch offices are involved, be sure to list all the cities where you must release men, or want to hire new men.

Let's find a way to keep our trained sales talent from being drained off into other branches of industry. Write *today* to one of the two offices listed above, or get in touch with your nearest sales managers' club immediately.

FROM

TREES, SHRUBS, COAL, and OIL

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

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Rati- 1941 to 1940		Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex	
Arkansas.....	151	24.4	.019	24	6.5	4.9	2.32	39.69	6,608	.012	402	112	14	8,806	.010	1,364	1,576	3.3	.011	58
Ashley.....	151	26.8	.020	29	6.8	3.5	3.13	27.84	4,388	.008	292	124	7	5,887	.006	867	1,191	N. A.	.007	35
Baxter.....	151	10.3	.008	18	2.5	2.5	1.42	55.32	1,144	.002	131	190	7	1,919	.002	762	762	N. A.	.002	25
Benton.....	150	36.1	.027	41	10.1	10.1	5.57	56.24	6,730	.012	393	136	6	9,382	.010	929	930	3.2	.011	41
Boone.....	151	15.9	.012	26	4.2	4.2	2.19	57.33	3,974	.007	252	123	7	5,391	.006	1,277	1,278	1.6	.006	50
Bradley.....	151	18.1	.014	28	4.5	3.0	1.44	44.35	3,716	.007	202	142	8	5,007	.005	1,116	1,377	N. A.	.006	43
Calhoun.....	151	9.6	.007	15	2.3	1.5	1.14	52.56	740	.001	65	114	1	1,444	.002	636	775	N. A.	.002	29
Carroll.....	103	14.7	.011	23	4.0	4.0	2.45	59.91	2,041	.004	106	114	5	3,045	.003	751	752	N. A.	.003	27
Chicot.....	151	27.5	.021	42	7.4	2.8	4.15	29.39	3,876	.007	205	104	7	5,803	.006	784	1,209	N. A.	.006	29
Clark.....	151	24.4	.019	28	6.1	4.4	2.54	44.89	4,456	.008	279	100	9	6,070	.007	993	1,178	N. A.	.007	37
Clay.....	102	28.4	.022	44	7.0	7.0	3.31	40.73	3,277	.006	236	141	3	5,042	.006	724	725	N. A.	.006	27
Cleburne.....	151	13.1	.010	22	3.2	3.2	2.18	63.23	1,237	.002	71	93	2	2,022	.002	633	633	N. A.	.002	20
Cleveland.....	151	12.6	.010	21	2.9	2.2	1.75	45.87	992	.002	75	132	2	1,673	.002	574	674	N. A.	.002	20
Columbia.....	155	29.8	.023	39	7.4	4.3	3.70	39.91	5,514	.010	409	107	11	7,313	.008	987	1,290	N. A.	.009	39
Conway.....	151	21.5	.016	39	5.0	3.8	2.47	45.35	3,089	.006	180	148	5	4,590	.005	921	1,057	1.5	.005	31
Craighead.....	143	47.2	.036	66	11.6	11.1	4.54	36.94	9,881	.023	637	112	12	16,301	.018	1,407	1,441	4.6	.020	56
Crawford.....	150	23.9	.018	40	5.9	5.7	2.20	49.55	3,316	.006	215	124	7	4,610	.005	776	794	N. A.	.005	26
Crittenden.....	143	42.5	.032	68	11.6	2.6	6.47	15.40	7,216	.013	549	134	6	9,578	.011	827	1,487	N. A.	.012	38
Cross.....	143	26.0	.020	42	6.3	3.8	3.84	29.78	3,651	.007	282	142	7	4,923	.005	782	1,013	1.7	.006	30
Dallas.....	151	14.5	.011	22	3.6	2.3	1.37	52.11	3,155	.006	225	136	6	4,309	.005	1,210	1,515	N. A.	.005	45
Desha.....	151	27.2	.021	35	7.1	2.7	4.05	25.36	3,854	.007	221	93	11	5,540	.006	777	1,196	1.7	.006	29
Drew.....	151	19.8	.015	24	5.0	3.0	2.66	36.08	3,119	.006	186	110	6	4,210	.005	850	1,100	N. A.	.005	33
Faulkner.....	151	25.9	.020	40	6.3	5.6	3.35	46.45	4,209	.008	325	161	8	6,221	.007	980	1,054	2.4	.008	40
Franklin.....	150	15.7	.012	26	3.9	4.0	2.14	48.82	1,869	.003	90	141	3	2,769	.003	718	690	N. A.	.003	25
Fulton.....	151	10.3	.008	17	2.5	2.5	1.94	59.90	626	.001	46	110	1	1,320	.001	518	518	N. A.	.001	13
Garland.....	151	41.7	.032	58	11.5	9.7	1.57	41.40	15,190	.026	737	113	22	22,637	.025	1,964	2,153	5.0	.026	61
Grant.....	151	10.5	.008	17	2.6	2.4	1.25	56.23	1,257	.002	99	174	4	2,017	.002	774	812	.8	.002	25
Greene.....	143	30.2	.022	52	7.4	7.2	3.68	44.76	4,664	.009	249	112	7	6,877	.008	934	949	2.3	.008	36
Hempstead.....	155	32.0	.025	45	8.1	4.8	4.05	38.52	5,925	.011	471	134	7	7,783	.009	963	1,250	2.6	.010	40
Hot Spring.....	151	18.9	.014	31	4.7	4.2	2.05	55.62	2,726	.005	233	163	6	3,775	.004	799	856	N. A.	.005	36
Howard.....	155	18.6	.013	28	4.2	3.2	2.09	43.44	3,038	.006	138	122	5	4,178	.005	1,002	1,146	N. A.	.005	38
Independence.....	151	25.6	.019	34	6.3	6.0	3.41	47.00	4,295	.008	298	132	5	5,711	.006	913	932	N. A.	.007	37
Izard.....	151	12.0	.010	22	3.1	3.1	2.57	51.05	833	.002	71	116	1	1,842	.002	594	597	N. A.	.002	20
Jackson.....	151	26.4	.020	42	6.4	5.3	2.86	27.16	4,601	.009	298	139	7	6,214	.007	969	1,071	2.0	.008	40
Jefferson.....	151	65.1	.049	73	17.8	7.7	6.48	31.25	16,767	.031	1,120	129	16	27,276	.030	1,532	2,255	4.8	.030	61
Johnson.....	151	18.8	.014	29	4.7	4.6	2.35	49.60	2,474	.005	173	134	4	4,086	.004	868	877	N. A.	.004	29
Lafayette.....	155	16.9	.013	31	4.3	2.2	2.18	34.96	2,507	.005	173	108	6	3,620	.004	847	1,168	N. A.	.004	31
Lawrence.....	151	22.7	.017	38	5.4	5.3	2.76	41.63	2,939	.005	226	125	4	4,764	.005	878	887	N. A.	.005	29
Lee.....	143	26.8	.020	43	6.8	2.3	4.28	24.04	3,590	.007	174	115	6	5,478	.006	803	1,278	N. A.	.006	30
Lincoln.....	151	19.7	.014	35	4.9	1.8	3.57	26.18	1,502	.003	86	105	2	2,492	.003	507	788	N. A.	.002	14
Little River.....	155	15.9	.012	29	4.1	2.5	1.96	38.00	2,151	.004	101	128	3	3,654	.004	895	1,144	N. A.	.004	33
Logan.....	150	26.0	.020	38	6.1	5.9	2.79	49.70	3,519	.007	254	124	5	4,657	.005	767	776	2.0	.006	30
Lonoke.....	151	29.8	.023	37	7.6	5.4	4.42	32.35	5,059	.009	395	157	6	7,695	.008	1,010	1,209	2.0	.009	39
Madison.....	150	14.5	.011	18	3.5	3.5	2.89	63.84	754	.001	61	156	1	1,766	.002	501	502	N. A.	.002	18
Marion.....	151	9.5	.007	15	2.3	2.3	1.54	60.17	480	.001	30	125	1	1,139	.001	487	487	N. A.	.001	14
Miller.....	155	31.9	.024	51	8.4	5.7	2.72	40.26	9,311	.017	493	115	16	12,554	.014	1,502	1,825	3.6	.015	63
Mississippi.....	143	80.2	.061	87	19.9	12.9	7.57	18.57	19,639	.036	1,336	121	9	32,626	.036	1,640	2,049	6.6	.035	57
Monroe.....	143	21.1	.016	34	5.3	2.6	2.63	32.38	2,910	.005	175	125	7	4,578	.005	865	1,222	N. A.	.005	31
Montgomery.....	151	8.9	.007	11	2.2	2.2	1.34	56.10	769	.001	40	154	1	1,687	.002	760	763	N. A.	.002	29
Nevada.....	151	19.9	.015	32	4.8	3.2	2.49	40.07	2,912	.005	219	153	5	3,997	.004	831	1,023	N. A.	.005	33
Newton.....	151	10.9	.008	13	2.4	2.4	1.93	69.74	415	.001	23	177	2,261	.002	921	921	N. A.	.002	25
Ouachita.....	151	31.1	.024	42	7.7	4.3	1.95	44.04	6,603	.012	536	124	12	8,682	.010	1,132	1,513	N. A.	.011	46
Perry.....	151	8.4	.006	15	2.0	1.9	1.01	45.78	499	.001	41	137	1	1,242	.001	632	647	N. A.	.001	17
Phillips.....	143	46.0	.035	65	12.8	3.9	5.77	20.36	9,218	.017	452	115	10	12,857	.014	1,004	1,649	N. A.	.015	43
Pike.....	151	11.8	.009	19	2.9	2.8	1.42	49.44	1,355	.003	87	130	2	2,182	.002	739	766	N. A.	.002	22
Poinsett.....	143	37.7	.029	49	8.8	7.5	4.14	24.53	5,846	.010	402	135	7	7,742	.008	884	960	N. A.	.009	31
Polk.....	150	15.8	.012	18	4.1	4.1	1.97	55.14	3,060	.006	170	165	5	4,183	.005	1,028	1,028	N. A.	.005	42
Pope.....	151	25.7	.020	32	6.3	6.1	2.68	43.46	4,349	.008	285	118	7	6,267	.007	988	1,013	1.8	.007	35
Prairie.....	151	15.3	.012	23	3.8	3														

Before using these figures, see explanation page 9

ARKANSAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex	
Pulaski (Little Rock).....	151	156.1	.119	200	42.1	30.1	4.48	39.01	66,383	.122	4,867	134	48	91,454	.100	2,172	2,590	19.0	.111	93
Randolph.....	151	18.3	.014	29	4.4	4.4	2.47	46.10	2,205	.004	132	139	2	2,963	.003	668	672	1.4	.003	21
St. Francis.....	143	36.0	.027	57	9.2	3.2	5.46	19.42	5,846	.011	390	140	10	8,101	.009	878	1,389	2.0	.010	37
Saline.....	151	19.2	.015	26	4.4	4.2	2.03	51.20	2,691	.005	222	147	7	3,732	.004	846	870	N. A.	.005	33
Scott.....	150	13.3	.010	15	3.3	3.2	1.55	41.84	1,815	.003	82	87	4	2,658	.003	801	820	N. A.	.003	30
Searcy.....	151	11.9	.009	18	2.8	2.8	1.96	58.79	801	.001	45	155	1	1,697	.002	605	605	N. A.	.001	11
Sebastian.....	150	62.8	.047	119	16.8	15.5	2.41	45.94	22,343	.041	1,483	135	26	35,870	.039	2,140	2,239	6.9	.040	85
Sewier.....	155	15.2	.012	28	3.8	3.5	1.65	50.21	2,003	.004	135	124	5	3,269	.004	855	902	N. A.	.004	.33
Sharp.....	151	11.5	.008	19	2.8	2.8	1.99	53.11	789	.001	64	131	1	1,720	.002	609	609	N. A.	.002	25
Stone.....	151	8.6	.007	14	2.0	2.0	1.60	59.97	541	.001	50	116	891	.001	449	449	N. A.	.001	14
Union.....	167	50.5	.038	48	13.3	8.8	2.83	42.67	16,468	.030	1,233	117	28	26,099	.029	1,966	2,432	4.4	.030	79
Van Buren.....	151	12.5	.010	18	3.0	3.0	2.03	59.78	686	.001	59	104	1	1,536	.002	515	518	N. A.	.002	20
Washington.....	150	41.1	.031	43	11.1	11.0	5.21	52.88	10,811	.020	598	111	14	14,549	.016	1,311	1,320	6.1	.017	55
White.....	151	37.2	.028	36	9.5	9.0	4.76	43.37	5,611	.010	337	129	5	8,129	.009	858	861	N. A.	.009	32
Woodruff.....	151	22.1	.017	37	5.3	3.2	2.75	28.22	3,198	.006	177	124	5	4,256	.005	801	1,035	N. A.	.005	29
Yell.....	151	21.0	.016	22	5.1	4.8	2.44	40.35	2,453	.004	228	150	3	3,713	.004	729	750	N. A.	.004	25
STATE TOTAL.....		1,949.4	1.481	37	495.8	368.2	216.67	39.71	390,002	.721	25,923	127	12	575,000	.631	1,160	1,357	93.3	.666	45

For Arkansas City figures, see page 240.




LOUISIANA—County Data

Acadia.....	166	46.3	.035	70	11.0	9.1	3.94	47.30	8,911	.016	875	135	17	13,740	.015	1,252	1,385	N. A.	.016	46
Allen.....	160	17.5	.013	23	4.5	3.2	1.30	47.13	2,348	.004	518	210	15	3,585	.004	803	954	N. A.	.005	38
Ascension.....	166	21.2	.016	71	5.2	3.1	1.41	55.23	3,544	.007	224	126	10	4,830	.005	932	1,214	N. A.	.006	38
Assumption.....	166	18.5	.014	52	4.3	2.4	.55	40.70	2,916	.005	130	98	11	3,908	.004	917	1,214	N. A.	.004	29
Avoyelles.....	166	39.3	.030	48	9.5	7.2	5.24	41.34	5,219	.010	562	145	9	7,180	.008	756	877	N. A.	.009	30
Beauregard.....	160	14.9	.011	13	3.8	3.0	1.71	63.89	2,523	.005	390	204	12	4,009	.004	1,063	1,192	N. A.	.005	45
Bienville.....	167	23.9	.018	29	5.7	3.1	3.08	40.98	3,198	.006	264	116	7	4,949	.005	873	1,167	N. A.	.006	33
Bossier.....	167	33.2	.025	39	8.1	3.6	3.08	29.09	5,303	.010	571	104	15	7,035	.008	869	1,269	2.4	.009	36
Caddo (Shreveport).....	167	150.2	.114	167	40.3	23.4	5.06	36.23	65,178	.120	5,981	119	56	105,076	.115	2,604	3,416	19.5	.120	105
Calcasieu.....	160	56.5	.043	51	14.5	10.7	1.78	52.88	19,985	.037	2,009	145	43	32,584	.036	2,244	2,636	4.1	.038	88
Caldwell.....	167	12.1	.009	22	2.9	2.1	1.25	45.80	1,630	.003	176	141	9	2,352	.003	810	968	N. A.	.003	33
Cameron.....	166	7.2	.005	5	1.7	1.6	.84	52.00	613	.001	104	109	17	1,053	.001	620	646	.6	.001	20
Catahoula.....	167	14.6	.011	20	3.5	2.2	2.22	37.19	1,382	.003	126	143	4	2,151	.002	611	781	N. A.	.003	27
Claiborne.....	167	29.9	.022	39	7.0	3.3	3.76	35.79	4,387	.008	466	152	11	6,967	.008	990	1,422	N. A.	.008	36
Concordia.....	165	14.6	.011	21	4.1	1.2	1.82	22.56	2,202	.004	120	128	11	3,092	.003	746	1,236	N. A.	.003	27
De Soto.....	167	31.8	.024	35	7.9	3.1	4.40	34.37	4,359	.008	470	132	11	6,715	.007	850	1,298	N. A.	.008	33
East Baton Rouge.....	166	88.4	.067	191	23.0	14.2	1.85	44.71	43,601	.081	3,734	130	64	60,089	.066	2,611	3,334	12.0	.074	110
East Carroll.....	167	19.0	.015	44	5.2	1.4	2.88	19.92	2,565	.005	140	151	9	3,673	.004	744	1,262	N. A.	.004	27
East Feliciana.....	166	18.0	.014	40	3.3	1.0	1.97	31.11	1,309	.002	160	101	8	2,033	.002	623	1,013	N. A.	.002	14
Evangeline.....	166	30.5	.023	45	7.7	6.3	4.58	35.86	3,186	.006	337	141	8	4,266	.005	556	618	N. A.	.006	26
Franklin.....	167	32.4	.025	50	8.0	4.6	5.87	22.63	3,836	.007	197	115	5	5,896	.006	739	969	N. A.	.006	24
Grant.....	167	15.9	.012	24	3.9	2.9	1.42	47.89	2,017	.004	288	175	5	3,093	.003	790	919	N. A.	.004	33
Iberia.....	166	37.2	.028	63	8.9	5.8	1.31	43.14	8,900	.016	687	96	24	12,051	.013	1,353	1,688	N. A.	.014	50
Iberville.....	166	27.7	.021	45	7.0	3.0	.74	36.45	4,471	.008	414	127	17	6,900	.008	986	1,450	N. A.	.008	38
Jackson.....	167	17.8	.014	31	4.3	3.0	1.64	44.36	3,618	.007	290	129	11	5,323	.006	1,222	1,484	N. A.	.007	50
Jefferson.....	166	50.4	.038	123	12.7	10.3	.28	49.26	11,556	.021	1,297	153	30	15,685	.017	1,233	1,380	4.6	.020	53
Jefferson Davis.....	166	24.2	.018	37	6.0	4.6	1.67	47.57	5,588	.010	700	127	24	7,458	.008	1,234	1,419	N. A.	.010	56
Lafayette.....	166	43.9	.033	155	10.3	7.4	3.44	46.03	10,515	.019	881	117	24	14,621	.016	1,417	1,688	3.2	.018	55
Lafourche.....	166	38.6	.029	33	8.6	7.1	1.12	44.39	9,011	.017	575	101	17	12,467	.014	1,443	1,600	N. A.	.015	52
La Salle.....	167	11.0	.008	17	2.7	2.4	.70	50.31	2,483	.005	555	213	10	3,697	.004	1,351	1,464	N. A.	.005	63
Lincoln.....	167	24.8	.019	53	6.0	3.4	2.84	41.03	4,396	.008	405	126	18	5,987	.007	997	1,318	1.7	.007	37
Livingston.....	166	17.8	.014	27	4.3	3.7	2.16	51.48	1,920	.004	201	119	4	2,404	.003	565	618	N. A.	.004	29
Madison.....	146	18.4	.014	28	5.0	1.4	2.52	19.15	3,275	.006	210	116	11	4,415	.005	881	1,496	1.4	.005	36
Morehouse.....	167	27.6	.021	34	7.2	2.9	3.74	26.86	4,588	.008	618	141	14	6,846	.008	945	1,429	2.4	.009	43
Natchitoches.....	167	41.0	.031	32	9.8	5.0	4.89	35.38	5,380	.010	423	156	10	7,260	.006	737	1,018	N. A.	.009	29
Orleans (New Orleans).....	166	494.5	.376	2,485	133.0	91.5	.20	23.72	195,417	.361	9,026	113	64	350,457	.385	2,634	3,197	63.7	.358	95
Ouachita.....	167	59.2	.045	92	15.8	10.0	2.50	32.07	25,364	.047	1,952	150	36	34,822	.038	2,199	2,780	6.5	.043	96
Plaquemines.....	166	12.3	.009	13	2.9	1.8	.80	49.31	1,141	.002	248	121	26	1,554	.002	533	687	N. A.	.002	22
Pointe Coupee.....	166	24.0	.018	43	5.8	2.5	2.83	22.51	3,274	.006	293	96	9	4,330	.005	751	1,105	N. A.	.006	33
Rapides.....	167	73.4	.056	55	17.7	11.1	3.37	40.69	19,168	.035	2,673	236	25	28,607	.031	1,621	2,053	5.3	.036	64

Before using these figures, see explanation page 9.

LOUISIANA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Pow- er In- dex
Red River.....167	15.9	.012	39	3.9	1.9	2.34	22.64	1,652	.003	115	97	5	2,538	.003	651	911	1.6	.003	25	
Richland.....167	28.8	.022	50	7.1	3.6	4.87	25.08	3,653	.007	291	126	5	5,482	.006	771	1,066	N. A.	.007	32	
Sabine.....167	23.6	.018	23	5.6	4.4	2.54	51.19	3,123	.006	217	123	8	4,763	.005	850	967	N. A.	.005	28	
St. Bernard.....166	7.3	.006	14	1.8	1.4	.11	46.54	843	.002	242	131	22	1,135	.001	638	723	.6	.002	33	
St. Charles.....166	12.3	.009	41	2.9	1.8	.25	50.05	1,876	.003	177	150	19	2,489	.003	860	1,084	N. A.	.003	33	
St. Helena.....166	9.5	.007	23	2.2	1.1	1.71	50.07	393	.001	42	156	1	764	.001	345	476	N. A.	.001	14	
St. James.....166	16.6	.013	67	3.8	1.7	.43	47.70	2,031	.004	185	178	12	3,083	.003	812	1,177	N. A.	.004	31	
St. John the Baptist.....166	14.8	.011	66	3.4	1.7	.18	45.62	2,074	.004	102	101	12	2,750	.003	810	1,139	N. A.	.003	27	
St. Landry.....166	71.5	.054	77	15.6	8.9	7.88	35.20	12,232	.023	745	124	10	16,480	.018	1,058	1,397	N. A.	.020	37	
St. Martin.....166	26.4	.020	36	5.7	3.8	2.44	47.37	3,251	.006	295	85	7	4,282	.005	755	933	N. A.	.006	30	
St. Mary.....166	31.5	.024	52	7.6	4.1	.39	39.37	6,071	.011	489	128	20	7,708	.008	1,010	1,364	N. A.	.009	38	
St. Tammany.....166	23.6	.018	26	6.0	4.1	1.25	53.75	4,464	.008	527	144	17	5,896	.006	987	1,195	N. A.	.008	44	
Tangipahoa.....166	45.5	.035	57	11.4	7.4	4.52	46.29	9,423	.017	720	129	12	13,307	.015	1,171	1,456	N. A.	.016	46	
Tensas.....165	15.9	.012	26	4.5	1.2	2.37	18.71	1,751	.003	146	174	11	2,788	.003	621	1,071	N. A.	.003	25	
Terrebonne.....166	35.9	.027	26	8.2	5.9	.92	53.02	9,660	.018	572	107	22	13,530	.015	1,660	1,974	N. A.	.016	59	
Union.....167	20.9	.016	23	5.0	3.4	3.25	51.60	2,353	.004	279	128	5	3,609	.004	721	881	N. A.	.004	25	
Vermilion.....166	37.8	.029	31	9.0	7.9	3.39	50.05	5,869	.011	395	85	11	8,372	.009	934	1,001	N. A.	.010	34	
Vernon.....167	19.1	.015	14	4.8	4.1	1.89	57.61	2,731	.005	494	189	6	4,158	.005	873	949	N. A.	.006	40	
Washington.....166	34.4	.026	52	8.6	5.8	3.26	49.35	7,397	.014	719	147	16	10,023	.011	1,168	1,432	2.6	.013	50	
Webster.....167	33.7	.026	54	8.4	5.0	2.79	36.67	6,761	.012	919	121	19	9,050	.010	1,074	1,396	2.8	.012	46	
West Baton Rouge.....166	11.3	.009	56	3.0	1.0	.50	27.97	1,437	.003	99	125	15	1,990	.002	662	1,055	N. A.	.002	22	
West Carroll.....167	19.3	.015	54	4.5	3.3	3.28	35.35	2,246	.004	160	113	5	2,864	.003	634	745	N. A.	.004	27	
West Feliciana.....166	11.7	.009	29	2.2	.5	1.25	16.50	829	.002	93	115	8	1,347	.002	617	1,086	N. A.	.002	22	
Winn.....167	16.9	.013	18	4.2	3.0	1.64	54.93	2,561	.005	228	169	13	3,235	.004	774	916	N. A.	.005	38	
STATE TOTAL.....	2,363.9	1.795	52	592.5	376.6	150.01	36.87	604,998	1.118	47,521	129	30	945,002	1.037	1,595	2,008	135.0	1.080	80	

For Louisiana City figures, see page 242.

OKLAHOMA—County Data

Adair.....153	15.7	.012	28	3.7	2.9	1.70	50.68	1,212	.002	75	84	4	2,139	.002	586	665	N. A.	.002	17	
Alfalfa.....107	14.1	.011	16	4.0	4.0	2.01	54.92	2,922	.005	353	174	16	4,779	.005	1,206	1,207	1.2	.005	45	
Atoka.....152	18.7	.014	19	4.4	4.0	2.07	33.89	1,913	.004	129	97	4	2,910	.003	659	694	N. A.	.003	21	
Beaver.....107	8.6	.007	9	2.4	2.4	1.66	53.61	1,133	.002	170	152	10	2,070	.002	880	880	.7	.002	29	
Beckham.....152	22.2	.017	25	6.1	6.0	2.42	39.92	5,888	.011	389	101	14	9,233	.010	1,520	1,534	2.5	.010	59	
Blaine.....152	18.5	.014	20	4.8	4.3	2.16	47.70	4,190	.008	361	136	13	6,721	.007	1,387	1,474	1.4	.008	57	
Bryan.....152	38.1	.029	42	9.4	8.8	3.51	34.54	6,893	.013	350	80	9	9,252	.010	990	1,026	2.3	.011	38	
Caddo.....152	41.6	.032	33	10.5	9.6	4.43	39.17	8,184	.015	903	106	11	12,999	.014	1,240	1,302	3.9	.015	47	
Canadian.....152	27.3	.021	31	7.0	6.6	2.44	48.36	7,163	.013	662	102	31	12,492	.014	1,784	1,842	3.3	.014	67	
Carter.....152	43.3	.033	52	11.2	9.9	2.52	38.05	10,221	.019	1,011	138	23	17,493	.019	1,557	1,666	3.6	.019	56	
Cherokee.....153	21.0	.016	27	4.9	4.0	2.51	46.91	2,198	.004	153	107	8	3,416	.004	693	772	N. A.	.004	25	
Choctaw.....152	28.4	.022	36	7.0	5.4	3.04	37.87	3,411	.006	229	95	6	6,049	.007	865	989	N. A.	.006	27	
Cimarron.....172	3.6	.003	2	1.0	1.0	.60	50.84	971	.002	100	143	11	1,593	.002	1,563	1,563	.4	.002	87	
Cleveland.....152	27.7	.021	51	6.8	6.7	2.06	44.10	6,546	.012	584	138	35	9,487	.011	1,390	1,401	3.7	.012	57	
Coal.....152	12.8	.010	24	3.1	2.9	1.56	43.39	1,662	.003	116	98	3	2,565	.003	821	856	N. A.	.003	30	
Comanche.....152	39.0	.030	36	9.2	8.6	2.04	46.44	11,332	.021	1,782	230	22	15,983	.018	1,730	1,801	4.0	.022	73	
Cotton.....152	12.9	.010	21	3.4	3.3	1.54	42.21	3,029	.006	214	120	6	4,904	.005	1,453	1,477	1.1	.005	50	
Craig.....105	21.1	.016	28	4.9	4.6	2.16	46.89	4,354	.008	302	86	15	6,126	.007	1,258	1,307	1.3	.007	44	
Creek.....153	55.5	.042	57	14.6	12.7	3.16	42.32	12,284	.023	1,174	138	22	21,617	.024	1,484	1,599	4.8	.024	57	
Custer.....152	23.1	.018	23	6.1	5.9	2.29	48.04	6,481	.012	582	100	19	11,204	.012	1,839	1,878	2.7	.012	67	
Delaware.....104	18.6	.014	24	4.5	4.0	2.68	52.65	1,345	.002	73	78	3	2,229	.002	494	530	N. A.	.002	14	
Dewey.....152	12.0	.009	12	3.2	3.1	1.93	50.74	1,948	.004	193	141	9	3,386	.004	1,063	1,073	.9	.004	44	
Ellis.....107	8.5	.006	7	2.4	2.4	1.44	58.56	1,966	.004	153	117	13	3,166	.003	1,329	1,329	.7	.003	50	
Garfield.....152	45.5	.035	43	12.9	12.6	2.90	51.78	19,874	.037	1,118	118	37	31,073	.034	2,401	2,436	6.7	.034	97	
Garvin.....152	31.1	.024	38	7.7	7.2	3.12	36.70	5,202	.010	482	145	9	9,165	.010	1,188	1,231	2.4	.010	42	
Grady.....152	41.1	.031	38	10.8	10.2	3.89	39.93	9,184	.017	805	117	20	15,753	.017	1,464	1,512	4.5	.017	55	
Grant.....107	13.1	.010	13	3.8	3.8	2.25	54.34	2,904	.005	324	118	21	4,596	.005	1,205	1,204	1.2	.005	50	
Greer.....152	14.5	.011	23	3.8	3.6	1.67	37.84	3,169	.006	246	108	10	5,862	.007	1,552	1,584	1.2	.006	55	
Harmon.....152	10.0	.008	19	2.6	2.5	1.25	38.34	1,411	.003	160	133	7	2,589	.003	999	1,015	.9	.003	38	
Harper.....107	6.4	.005	6	1.7	1.7	.95	52.52	1,215	.002	180	189	13	2,293	.003	1,315	1,315	.5	.003	60	
Haskell.....153	17.3	.013	28	4.0	3.8	1.87	36.84	1,884	.003	114	137	5	2,935	.003	739	761	N. A.	.003	23	
Hughes.....152	29.2	.022	36	7.0	6.2	2.74	36.55	4,663	.009	427	142	10	8,144	.009	1,163	1,240	2.3	.009	41	
Jackson.....152	22.7	.017	29	6.2	5.8	2.05	38.37	5,036	.009	477	109	11	8,599	.009	1,396	1,448	2.4	.009	53	

Before using these figures, see explanation page 9.

Oklahoma City retail merchants see
a tremendous physical and mental
stimulus for this community

\$25,000,000 more a
year in wages
another \$10,000,000

another \$10,000,000

One of the things this is going to
accomplish is to bring money into
business right now. Lots of people

are beginning to
make contributions at once.

PAID



NO CENSOR MARKS MAR THIS \$45,000,000 SALES SURGE



THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Men on the business firing line are gearing plans to meet an anticipated 60,000 population swell, a \$45,000,000 industrial payroll increase, in the Oklahoma City market. Included in these plans is the full force of The Oklahoman and Times, two newspapers that have an A-1 rating with retailers, jobbers and subscribers alike in the Oklahoma City area.

THE OKLAHOMA PUBLISHING COMPANY • THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ WKY, OKLAHOMA CITY
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Management) ★ REPRESENTED BY THE KATZ AGENCY, INC

APRIL 10, 1942

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Tulsa

... THE BRIGHT SPOT OF OKLAHOMA!

RETAIL SALES	1940	1941	1941 ACTUAL	GAIN OVER S. M. '41 EST.
TULSA COUNTY	\$100,486,307	\$86,854,000	\$118,181,602	\$31,327,602
	OKLA. TAX COMM.	S. M. ESTIMATE	OKLA. TAX COMM.	

MORE PEOPLE AND MORE MONEY MEAN MORE BUSINESS!

THE PLACE TO ADVERTISE IS WHERE THE BUSINESS IS!

★ Represented by
The Branham Company

★ MORE THAN \$200,000,000.00
IS BEING SPENT ON DEFENSE
PROJECTS IN THE TULSA AREA



OKLAHOMA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thous- ands)	% of U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Jefferson.....152	15.1	.011	20	3.8	3.7	1.59	40.58	2,398	.004	260	149	10	4,205	.005	1,096	1,112	1.1	.005	45
Johnston.....152	16.0	.012	24	3.9	3.8	1.74	40.15	1,521	.003	98	163	4	2,631	.003	678	706	N. A.	.003	25
Kay.....153	47.1	.036	50	13.2	12.7	2.66	46.04	18,056	.030	1,466	113	45	27,226	.030	2,060	2,106	5.8	.030	83
Kingfisher.....152	15.6	.012	18	4.2	3.8	2.29	50.73	4,107	.008	408	108	15	6,619	.007	1,568	1,669	1.4	.008	67
Kiowa.....152	22.8	.017	22	6.2	5.8	2.60	41.41	5,251	.010	408	119	13	8,322	.009	1,344	1,396	2.4	.009	53
Latimer.....152	12.4	.009	17	3.0	2.7	1.19	50.18	1,327	.002	71	182	5	2,203	.002	739	776	N. A.	.002	22
Le Flore.....150	45.9	.035	29	10.9	10.2	3.93	39.57	5,483	.010	434	122	7	9,149	.010	836	868	N. A.	.010	29
Lincoln.....152	29.5	.022	30	7.7	7.1	3.86	43.25	4,243	.008	469	145	12	7,799	.009	1,012	1,062	2.2	.009	41
Logan.....152	25.2	.019	34	7.0	5.6	2.32	46.32	6,997	.013	606	104	23	12,668	.014	1,798	2,033	2.5	.014	74
Love.....152	11.4	.008	23	2.8	2.6	1.41	36.08	1,167	.002	75	125	4	2,302	.003	830	857	N. A.	.003	33
McClain.....152	19.2	.015	34	4.6	4.5	2.27	37.00	2,405	.004	151	107	9	4,378	.005	942	961	1.5	.005	33
McCurain.....152	41.3	.031	22	9.8	7.4	4.43	37.08	4,047	.007	232	110	4	7,044	.008	722	839	N. A.	.007	23
McIntosh.....153	24.1	.018	34	5.4	4.3	2.65	34.03	2,361	.004	167	111	7	4,323	.005	801	907	N. A.	.005	28
Major.....152	11.9	.009	13	3.2	3.2	2.15	54.55	2,024	.004	194	98	12	3,966	.004	1,244	1,247	1.1	.004	44
Marshall.....152	12.4	.009	30	3.0	2.8	1.25	35.32	1,808	.003	131	175	6	2,663	.003	892	926	.7	.003	33
Mayes.....153	21.7	.016	32	5.4	5.0	2.53	49.48	3,390	.006	167	75	7	4,436	.005	891	930	N. A.	.005	31
Murray.....152	13.8	.011	32	3.4	3.3	.96	45.24	2,499	.005	225	93	10	3,485	.004	1,018	1,046	1.2	.005	45
Muskogee.....153	65.9	.050	80	17.0	12.8	3.61	41.30	17,451	.032	1,086	101	32	31,534	.035	1,665	2,160	7.2	.033	66
Noble.....152	14.8	.011	20	4.1	3.8	1.65	47.34	3,655	.007	241	102	20	6,548	.007	1,599	1,659	1.5	.007	64
Nowata.....105	15.8	.012	27	4.2	3.7	1.74	50.25	2,976	.006	295	102	20	4,646	.005	1,108	1,195	N. A.	.006	50
Okfuskee.....153	26.3	.020	41	6.3	4.6	2.66	34.96	3,395	.006	310	164	8	6,150	.007	981	1,157	2.0	.007	35
Oklahoma (Oklahoma City).....152	244.2	.185	344	70.0	63.6	3.42	39.10	111,846	.207	9,414	119	68	166,297	.183	2,377	2,505	37.9	.197	106
Okmulgee.....153	50.1	.038	72	12.9	10.0	2.85	45.87	11,584	.021	805	127	23	19,787	.022	1,533	1,755	4.1	.021	55
Osage.....153	41.5	.032	18	10.8	9.9	2.46	36.45	9,394	.017	817	101	26	15,599	.017	1,445	1,512	3.6	.017	53
Ottawa.....104	35.8	.027	74	10.1	9.8	1.97	52.55	8,225	.015	772	116	18	12,107	.013	1,196	1,218	3.5	.014	52
Pawnee.....153	17.4	.013	29	4.6	4.3	1.82	44.25	3,034	.006	264	134	17	4,526	.005	986	1,021	1.7	.006	46
Payne.....152	36.1	.027	52	10.0	9.6	2.54	42.88	11,935	.022	988	127	38	18,579	.020	1,864	1,909	4.6	.021	78
Pittsburg.....152	49.0	.037	36	11.6	10.4	3.47	42.87	9,345	.017	539	106	13	15,441	.017	1,336	1,413	3.0	.017	46
Pontotoc.....152	40.0	.030	55	10.2	9.7	2.58	44.15	11,277	.021	894	87	24	16,001	.018	1,576	1,618	3.9	.020	67
Pottawatomie.....152	54.4	.041	68	14.1	13.4	3.60	43.31	15,012	.028	1,223	104	22	25,539	.028	1,807	1,858	7.3	.028	68
Pushmataha.....152	19.5	.015	14	4.6	4.3	1.92	41.88	2,092	.004	133	123	4	3,316	.004	715	744	N. A.	.004	27
Roger Mills.....152	10.7	.008	10	2.8	2.8	1.82	46.72	1,357	.002	124	119	5	2,364	.003	833	837	1.1	.003	38
Rogers.....153	21.1	.016	30	5.4	5.1	2.29	44.06	3,637	.007	308	124	12	5,642	.006	1,038	1,074	1.5	.007	44
Seminole.....152	61.2	.046	97	15.1	13.1	3.02	43.63	15,260	.028	1,781	108	19	26,109	.029	1,725	1,868	8.5	.030	65

Before using these figures, see explanation page 9.

THE BIG GENT WITH THE BIG VOICE

The big voice of WOAI blankets the rich market of Central and South Texas. In greater San Antonio and in Austin, 75 miles away, repeated reports of the Hooper Station Listening Index show WOAI's audience to be larger than that of all other stations combined!

31 of the nation's 40 biggest network spenders used WOAI in 1941, according to Advertising Age . . . WOAI carried 15 of the 20 most popular nighttime programs, as shown by CAB for 1941.




**CLEAR CHANNEL
AFFILIATE NBC
MEMBER TON**

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.



OKLAHOMA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTY	POPULATION, 1940							RETAIL SALES  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Families Est'd (in thous- ands)	White Families Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Families	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Sequoyah.....150	23.1	.018	33	5.3	4.6	2.50	42.39	1,711	.003	128	141	3	3,137	.003	594	643	N. A.	.003	17	
Stephens.....152	31.1	.024	35	8.0	7.9	2.59	39.89	7,257	.013	689	123	21	10,473	.011	1,304	1,317	3.0	.012	50	
Texas.....107	10.0	.008	5	2.7	2.7	1.41	52.57	3,434	.006	334	135	24	5,518	.006	2,010	2,011	1.2	.006	75	
Tillman.....152	20.7	.016	24	5.6	4.9	2.12	39.41	3,756	.007	486	105	11	6,499	.007	1,157	1,247	2.1	.008	50	
Tulsa (Tulsa).....153	193.4	.147	338	54.6	49.5	2.69	42.25	86,854	.161	8,217	122	81	140,639	.154	2,574	2,719	27.7	.161	110	
Wagoner.....153	21.6	.016	37	5.1	3.8	2.40	37.42	2,160	.004	164	101	6	3,871	.004	752	883	1.2	.004	25	
Washington.....105	30.6	.023	72	8.6	8.1	1.35	48.04	10,762	.020	1,091	131	74	19,695	.022	2,284	2,370	4.3	.022	96	
Washita.....152	22.3	.017	22	5.8	5.8	3.45	47.12	3,593	.007	230	110	7	6,639	.007	1,137	1,146	2.1	.007	41	
Woods.....107	14.9	.011	12	4.3	4.3	1.79	52.57	4,631	.009	373	150	24	7,654	.008	1,799	1,799	1.9	.009	82	
Woodward.....107	16.3	.012	13	4.1	4.0	1.52	50.86	5,495	.010	373	110	22	9,065	.010	2,237	2,239	1.7	.010	83	
STATE TOTAL.....	2,336.4	1.774	34	610.5	555.3	179.69	42.78	600,000	1.109	52,012	119	28	969,998	1.065	1,589	1,674	217.1	1.101	62	

For Oklahoma City figures, see page 242.

TEXAS—County Data

Anderson.....	161	37.1	.028	35	9.6	8.7	3.67	46.18	7,417	.014	528	111	25	12,535	.014	1,300	1,566	4.1	.014	50
Andrews.....	159	1.3	.001	1	.4	.3	.11	48.56	390	.001	35	90	43	644	.001	1,830	1,840	N. A.	.001	100
Angelina.....	161	32.2	.024	38	8.5	7.1	2.78	43.27	7,351	.014	746	121	21	10,774	.012	1,264	1,398	N. A.	.013	54
Aransas.....	161	3.5	.003	13	1.0	.9	.11	53.33	748	.001	46	177	20	1,091	.001	1,136	1,154	.2	.001	33
Archer.....	158	7.6	.006	8	2.0	2.0	.50	46.01	1,437	.003	200	108	18	2,410	.003	1,225	1,227	.6	.003	50
Armstrong.....	157	2.5	.002	3	.7	.7	.41	51.65	530	.001	74	140	30	763	.001	1,092	1,093	N. A.	.001	50
Atascosa.....	163	19.3	.015	16	4.1	4.0	2.02	48.61	2,611	.005	233	157	11	4,345	.005	1,059	1,067	1.1	.005	33
Austin.....	161	17.4	.013	26	4.8	3.6	3.10	53.35	3,169	.006	297	130	16	4,927	.005	1,032	1,192	1.7	.006	46
Bailey.....	159	6.3	.005	8	1.6	1.5	.82	40.45	1,504	.003	178	122	10	2,178	.002	1,368	1,397	.9	.003	60
Bandera.....	163	4.2	.003	6	1.2	1.2	.66	63.28	632	.001	43	93	8	1,080	.001	891	893	N. A.	.001	33
Bastrop.....	161	21.6	.016	24	5.5	3.8	2.47	45.57	3,320	.006	243	119	16	5,427	.006	985	1,197	N. A.	.006	38
Baylor.....	158	7.7	.006	9	2.0	2.0	.72	44.10	2,241	.004	235	110	17	3,116	.003	1,539	1,564	.7	.004	67
Bee.....	163	16.5	.013	20	4.0	3.8	1.15	41.10	5,374	.010	302	114	33	8,928	.010	2,248	2,300	1.6	.010	77
Bell.....	156	44.9	.034	42	12.1	10.7	4.00	42.25	11,606	.022	756	109	22	19,016	.021	1,566	1,678	4.6	.021	62
Bexar (San Antonio).....	163	338.2	.256	271	84.7	78.0	3.66	42.17	125,341	.232	11,699	141	52	215,660	.237	2,546	2,665	33.0	.240	94
Blanco.....	163	4.3	.003	6	1.2	1.1	.63	59.79	1,009	.002	24	62	16	1,525	.002	1,316	1,339	N. A.	.002	67
Borden.....	159	1.4	.001	2	.3	.3	.24	40.12	28	.000	8	67	6	141	.000	410	416	N. A.	.000
Bosque.....	156	15.8	.012	16	4.3	4.2	2.03	47.10	2,664	.005	203	119	8	4,200	.005	977	995	1.5	.005	42
Bowie.....	155	50.2	.038	55	13.4	9.3	3.89	42.33	13,182	.024	1,035	103	19	19,235	.021	1,432	1,731	5.1	.023	61
Brazoria.....	161	27.1	.021	19	6.5	5.0	1.82	47.40	7,727	.014	1,446	128	37	11,455	.013	1,760	2,021	2.5	.016	76
Brazos.....	161	27.0	.020	46	7.2	4.5	1.77	41.71	9,165	.017	695	124	44	13,605	.015	1,890	2,390	2.3	.016	80
Brewster.....	174	6.5	.005	1	1.6	1.6	.27	42.87	2,273	.004	221	149	32	3,131	.003	1,926	1,941	.5	.004	80
Briscoe.....	159	4.0	.003	5	1.1	1.0	.52	44.28	909	.002	84	131	10	1,455	.002	1,365	1,379	.5	.002	67
Brooks.....	163	6.4	.005	7	1.3	1.3	.40	59.87	1,639	.003	106	106	23	1,834	.002	1,366	1,371	.3	.002	40
Brown.....	159	25.9	.020	27	7.3	7.1	2.12	47.16	8,412	.016	1,105	232	22	12,650	.014	1,736	1,762	3.3	.016	80
Burleson.....	161	18.3	.014	27	4.7	2.9	2.52	41.68	2,461	.005	152	118	8	4,039	.004	863	1,102	N. A.	.004	29
Burnet.....	162	10.8	.008	11	2.9	2.8	1.29	46.11	2,162	.005	255	146	8	3,210	.004	1,115	1,128	N. A.	.005	83

Before using these figures, see explanation page 9.

7 Sensational years of circulation-lineage gains

They advertise in it!

'34 '35 '36 '37 '38 '39 '40 '41

LINEAGE IN MILLIONS



All lineage figures, except 1941, are Delisser reports. Average yearly net gain in lineage over 7-year period—1,071,118 lines.

To cover the Southwest's rich market, use the two publications that are proven as

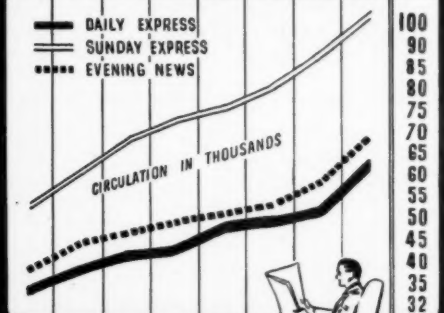
- * The Southwest's most productive advertising media
- * The Southwest's most eagerly read newspapers

They read it!

'34 '35 '36 '37 '38 '39 '40 '41*

— DAILY EXPRESS
— SUNDAY EXPRESS
... EVENING NEWS

CIRCULATION IN THOUSANDS






December, 1941, figures A.B.C. Publishers Statement, interim report. All other circulation figures based on A.B.C. Audit.

San Antonio Express SAN ANTONIO EVENING NEWS

TEXAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nat- ional Buy- ing Pow- er, %	Buy- ing Pow- er In- dex
Caldwell.....	163	24.9	.019	40	6.0	5.0	1.86	43.13	6,588	.012	708	132	22	10,640	.012	1,770	1,959	2.7	.012	63
Calhoun.....	161	5.9	.004	11	1.5	1.4	.35	41.75	1,210	.002	98	161	19	1,830	.002	1,213	1,282	.5	.002	50
Callahan.....	159	11.6	.009	14	3.1	3.1	1.43	47.29	2,259	.004	210	129	13	3,371	.004	1,074	1,075	1.1	.004	44
Cameron.....	163	83.2	.063	94	19.7	19.4	3.24	43.69	20,170	.037	1,576	118	22	29,095	.032	1,475	1,488	5.4	.035	56
Camp.....	154	10.3	.008	54	2.7	1.6	1.35	46.75	1,510	.003	173	129	8	2,577	.003	967	1,237	N. A.	.003	38
Carson.....	157	6.6	.005	7	1.8	1.8	.49	41.49	2,025	.004	305	100	38	3,374	.004	1,920	1,924	1.0	.004	80
Casa.....	154	33.5	.025	35	8.2	5.7	4.40	44.63	5,582	.010	684	126	9	8,636	.009	1,059	1,277	N. A.	.010	40
Castro.....	159	4.6	.004	5	1.1	1.1	.70	46.38	1,035	.002	112	151	13	1,566	.002	1,381	1,381	.7	.002	50
Chambers.....	161	7.5	.006	12	2.1	1.6	.37	62.09	2,196	.004	218	115	42	3,784	.004	1,804	2,100	.8	.004	67
Cherokee.....	161	44.0	.033	42	10.6	7.9	5.13	41.58	7,883	.015	624	116	12	12,827	.014	1,210	1,413	3.4	.013	39
Childress.....	159	12.1	.009	17	3.3	3.2	.90	37.52	4,398	.008	329	165	21	7,377	.008	2,221	2,285	1.5	.008	89
Clay.....	158	12.5	.010	11	3.4	3.3	1.52	46.34	2,248	.004	328	150	13	3,803	.004	1,118	1,128	1.1	.004	40
Cochran.....	159	3.7	.003	5	.9	.9	.43	41.76	744	.001	137	183	11	1,077	.001	1,216	1,232	N. A.	.001	33
Coke.....	159	4.6	.003	5	1.2	1.2	.76	46.15	701	.001	58	132	10	1,088	.001	881	886	.3	.001	33
Coleman.....	159	20.6	.016	16	5.4	5.3	2.05	40.96	4,337	.008	500	154	15	7,258	.008	1,330	1,347	2.7	.008	50
Collin.....	154	47.2	.036	53	12.7	11.6	4.77	36.93	9,247	.017	1,011	130	12	13,917	.015	1,096	1,152	3.6	.017	47
Collingsworth.....	159	10.3	.008	12	2.7	2.6	1.36	35.60	2,582	.005	211	123	11	3,999	.004	1,469	1,508	1.1	.005	63
Colorado.....	161	17.8	.014	19	4.7	3.3	2.23	49.75	4,735	.009	356	110	20	8,060	.009	1,709	2,068	1.3	.009	64
Comal.....	163	12.3	.009	22	3.3	3.2	.73	51.20	4,243	.008	897	175	28	6,826	.007	2,065	2,095	1.2	.009	100
Comanche.....	159	19.2	.015	20	5.3	5.3	2.91	53.14	2,593	.005	262	142	8	4,227	.005	800	800	N. A.	.005	33
Concho.....	159	6.2	.005	6	1.6	1.6	.73	46.98	1,359	.003	155	118	19	2,212	.002	1,408	1,413	.7	.003	60
Cooke.....	159	24.9	.018	27	6.4	6.1	2.53	45.17	6,639	.012	819	118	20	9,711	.011	1,523	1,566	2.4	.012	67
Coryell.....	156	20.2	.015	19	5.1	5.0	2.70	44.70	2,953	.005	316	144	7	4,897	.005	956	968	1.6	.005	33

Before using these figures, see explanation page 9.

5th...IN AMERICA!

in retail lineage... 1941*

Evening

Daily and
Sunday

1. Washington Star
2. Milwaukee Journal
3. Baltimore Evening Sun
4. Buffalo News
5. Dallas TIMES HERALD

1. Washington Star
2. New York News
3. Baltimore Sun
4. Milwaukee Journal
5. Dallas TIMES HERALD

*By Recognized Authority




NOTE: Dallas Times Herald carried 53.3% of ALL Retail Lineage published by the 3 Dallas newspapers in 1941, and the other two newspapers divided the balance.

DALLAS TIMES HERALD

Owner and Operator of Radio Station KRLD, 50,000 Watts
Represented by THE BRANHAM CO.

TEXAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Cottle.....	159	7.1	.005	8	1.9	1.8	.70	30.95	2,218	.004	143	115	12	3,346	.004	1,761	1,838	.5	.004	80
Crane.....	159	2.8	.002	4	.8	.8	.03	44.42	1,016	.002	102	112	65	1,638	.002	2,032	2,050	.3	.002	100
Crockett.....	159	2.8	.002	1	.7	.7	.14	46.18	1,329	.002	159	110	80	1,979	.002	2,752	2,860	.5	.002	100
Crosby.....	159	10.0	.008	11	2.7	2.5	1.29	39.11	2,228	.004	252	103	15	3,209	.004	1,209	1,264	1.2	.004	50
Culberson.....	174	1.6	.001	.4	.4	.08	45.19	786	.001	58	114	42	1,186	.001	2,653	2,671	.1	.001	100	
Dallam.....	172	6.5	.005	4	1.7	1.7	.47	42.84	2,958	.005	300	129	48	5,028	.006	2,903	2,906	1.0	.006	120
Dallas (Dallas).....	154	398.6	.303	446	113.0	95.7	3.51	39.47	214,280	.396	22,813	132	85	340,458	.374	3,012	3,298	55.9	.400	132
Dawson.....	159	15.4	.012	17	4.0	3.8	1.73	40.98	4,993	.009	507	99	16	7,340	.008	1,840	1,884	1.8	.009	75
Deaf Smith.....	157	6.0	.005	4	1.6	1.6	.85	48.38	2,940	.006	227	104	44	4,308	.005	2,693	2,693	.9	.005	100
Delta.....	154	12.9	.010	47	3.3	3.0	1.70	32.93	1,756	.003	153	115	6	2,747	.003	821	866	N. A.	.003	30
Denton.....	159	33.7	.026	36	9.2	8.7	3.34	44.27	9,588	.018	1,045	139	28	14,803	.016	1,602	1,660	3.6	.018	69
De Witt.....	163	24.9	.019	27	6.5	5.5	3.30	48.06	7,005	.013	410	149	16	10,642	.012	1,640	1,802	1.9	.012	83
Dickens.....	159	7.8	.006	8	2.0	1.9	.92	42.82	2,529	.005	205	139	14	3,800	.004	1,881	1,938	.6	.005	83
Dimmit.....	163	8.5	.006	6	1.9	1.9	.44	45.99	1,176	.002	126	180	14	1,895	.002	993	997	N. A.	.002	33
Donley.....	159	7.5	.006	8	2.0	1.9	.88	38.78	2,048	.004	191	131	20	3,079	.003	1,543	1,573	1.0	.004	67
Duval.....	163	20.6	.016	11	4.7	4.7	1.25	54.24	4,205	.008	267	73	31	6,212	.007	1,317	1,324	N. A.	.007	44
Eastland.....	159	30.3	.023	32	8.4	8.2	2.33	46.87	7,963	.015	846	127	20	12,906	.014	1,542	1,561	3.5	.015	65
Ector.....	159	15.0	.011	17	4.4	4.3	.05	45.06	10,258	.019	1,226	101	80	15,758	.017	3,545	3,628	2.9	.019	173
Edwards.....	163	2.9	.002	1	.8	.8	.27	49.94	535	.001	88	122	33	923	.001	1,185	1,186	.2	.001	50
Ellis.....	154	47.7	.036	50	12.9	10.0	3.96	37.69	10,674	.020	1,275	150	18	17,944	.020	1,389	1,591	4.3	.021	58
El Paso (El Paso).....	174	131.1	.100	124	31.6	30.7	1.07	33.38	48,280	.089	3,806	147	52	79,065	.087	2,502	2,545	8.3	.088	88
Erath.....	159	20.8	.016	19	5.8	5.8	2.62	50.27	4,270	.008	328	135	14	6,548	.007	1,123	1,132	2.0	.007	44
Falls.....	156	36.0	.027	47	8.9	6.0	3.83	35.44	5,773	.011	362	125	12	9,989	.011	1,128	1,376	2.7	.011	41
Fannin.....	154	41.1	.031	45	11.0	9.8	4.64	37.22	6,686	.012	436	122	8	9,639	.011	894	952	N. A.	.011	35
Fayette.....	161	29.2	.022	31	7.6	6.1	4.79	48.56	5,387	.010	418	115	13	9,115	.010	1,206	1,357	2.3	.010	45
Fisher.....	159	12.9	.010	14	3.3	3.1	1.49	39.11	1,970	.004	190	152	9	3,144	.003	963	992	1.4	.004	40
Floyd.....	159	10.7	.008	11	2.8	2.7	1.32	41.93	2,963	.005	267	119	20	4,599	.005	1,634	1,657	1.5	.005	63
Foard.....	159	5.2	.004	8	1.4	1.3	.56	43.22	1,201	.002	185	113	15	2,057	.002	1,484	1,537	.8	.002	50
Fort Bend.....	161	33.0	.025	38	7.7	5.3	3.64	29.71	8,193	.015	981	130	21	12,166	.013	1,578	1,925	2.5	.015	60
Franklin.....	154	8.4	.006	29	2.3	2.1	1.31	44.12	1,167	.002	134	216	7	1,721	.002	763	787	.9	.002	33
Freestone.....	154	21.1	.016	25	5.4	3.4	2.76	45.35	3,395	.006	389	160	12	5,742	.006	1,056	1,347	1.8	.006	38
Frio.....	163	9.2	.007	8	2.1	2.1	.71	44.06	1,516	.003	112	170	14	2,433	.003	1,138	1,148	N. A.	.003	43
Gaines.....	159	8.1	.006	6	2.2	2.2	.47	43.07	3,548	.007	663	120	44	5,260	.006	2,345	2,374	N. A.	.007	117
Galveston (Galveston).....	161	81.2	.062	189	22.2	16.9	.91	36.78	34,768	.064	3,140	154	75	55,820	.061	2,520	2,892	10.1	.064	103
Garza.....	159	5.7	.004	6	1.5	1.5	.72	37.45	1,635	.003	160	88	20	3,225	.004	2,119	2,160	.6	.004	100
Gillespie.....	163	10.7	.008	10	2.8	2.8	1.41	67.08	3,069	.006	243	140	19	4,722	.005	1,679	1,682	.9	.006	75
Glasscock.....	159	1.2	.001	1	.3	.3	.15	39.63	110	.001	37	176	28	291	.001	901	915	N. A.	.001	100
Goliad.....	161	8.8	.007	10	2.1	1.8	1.23	40.92	1,357	.003	94	115	13	2,289	.003	1,097	1,173	N. A.	.003	43
Gonzales.....	163	26.1	.020	25	6.3	5.0	3.59	45.31	4,463	.008	358	134	11	7,438	.008	1,187	1,343	N. A.	.008	40
Gray.....	157	23.9	.018	26	6.8	6.6	.66	39.17	11,576	.021	1,319	109	58	19,421	.021	2,872	2,906	3.8	.022	122
Grayson.....	154	69.5	.053	71	19.5	17.5	4.30	43.62	20,437	.038	2,040	138	29	30,635	.034	1,571	1,668	6.6	.037	70
Gregg.....	154	58.0	.044	204	16.3	12.3	1.34	52.50	25,368	.047	3,699	115	58	37,056	.041	2,275	2,638	N. A.	.049	111




Before using these figures, see explanation page 8.

APRIL 10, 1942

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TEXAS—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

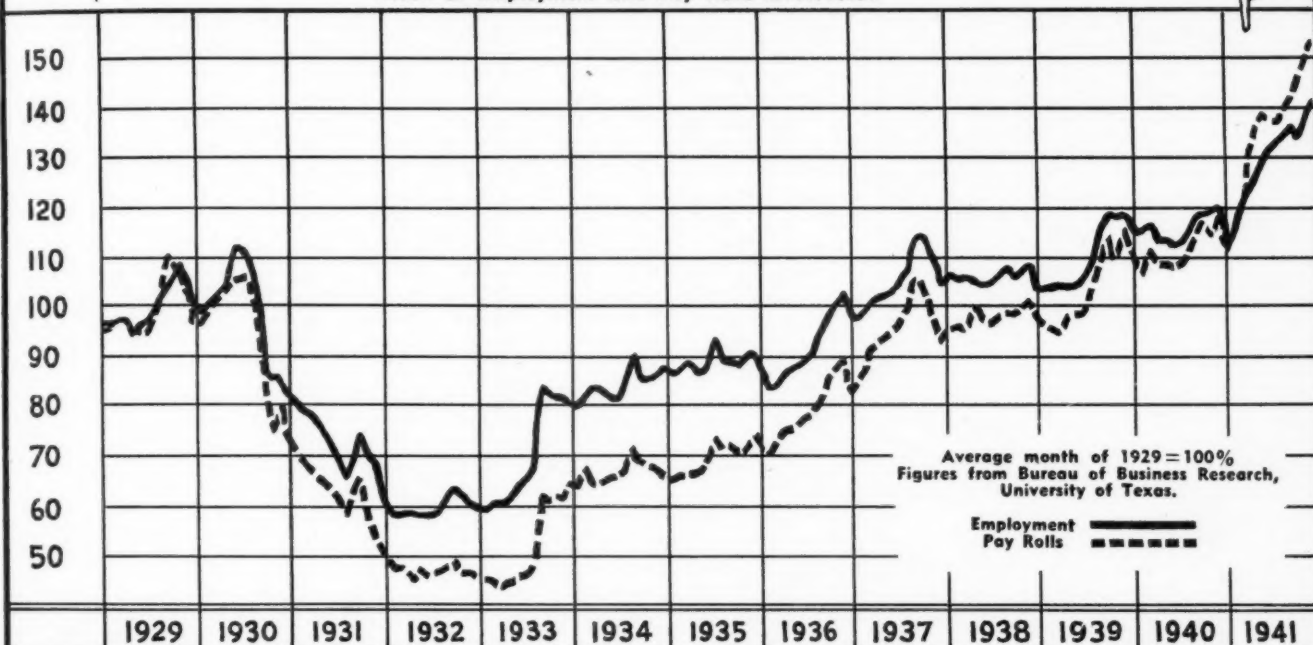
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Grimes.....161	22.0	.017	27	5.6	3.3	2.52	37.65	3,485	.006	259	99	14	5,880	.006	1,050	1,368	N. A.	.006	35
Guadalupe.....163	25.6	.019	36	6.2	5.2	2.76	42.42	4,765	.009	281	164	15	7,998	.009	1,282	1,419	2.0	.009	47
Hale.....159	18.8	.014	19	5.1	4.9	1.63	44.80	8,319	.015	781	116	29	12,449	.014	2,462	2,506	2.8	.015	107
Hall.....159	12.1	.009	14	3.2	3.1	1.12	32.76	3,409	.006	257	140	11	4,856	.005	1,514	1,553	1.5	.006	67
Hamilton.....159	13.3	.010	16	3.7	3.7	1.90	51.12	3,098	.006	190	120	8	4,621	.005	1,247	1,248	1.2	.005	50
Hansford.....157	2.8	.002	3	.7	.7	.33	49.80	1,416	.003	194	108	36	2,110	.002	2,863	2,867	.5	.003	150
Hardeman.....159	11.1	.008	16	3.0	2.8	1.03	37.93	3,136	.006	221	115	19	5,114	.006	1,700	1,763	1.2	.006	75
Hardin.....160	15.9	.012	18	4.2	3.4	1.22	57.17	3,465	.007	416	127	24	5,728	.006	1,355	1,516	N. A.	.007	58
Harris (Houston).....161	529.0	.402	303	146.4	117.0	6.95	41.61	243,218	.450	21,938	124	78	345,956	.380	2,363	2,666	73.8	.423	105
Harrison.....154	50.9	.039	57	12.7	5.8	5.31	42.01	10,418	.019	907	126	20	16,708	.018	1,313	1,898	4.6	.019	49
Hartley.....157	1.9	.001	1	.5	.5	.21	42.05	224	.001	40	111	23	371	.001	776	776	.2	.001	100
Haskell.....159	14.9	.011	17	4.0	3.9	1.94	39.88	2,938	.005	300	141	8	4,350	.005	1,098	1,129	1.4	.005	45
Hays.....162	15.3	.012	23	3.7	3.3	1.23	41.48	3,409	.006	330	129	24	5,701	.006	1,537	1,634	1.2	.006	50
Hemphill.....159	4.2	.003	5	1.1	1.1	.35	49.69	1,650	.003	192	114	50	2,716	.003	2,389	2,389	.5	.003	100
Henderson.....154	31.8	.024	34	8.1	6.6	3.95	41.62	5,348	.010	503	147	9	8,264	.009	1,024	1,145	2.4	.010	42
Hidalgo.....163	106.1	.081	69	23.8	23.6	5.09	49.95	22,313	.041	1,882	115	19	32,733	.036	1,376	1,384	N. A.	.039	48
Hill.....156	38.4	.029	37	10.3	8.9	3.95	37.20	7,073	.013	586	162	9	11,739	.013	1,138	1,231	4.6	.013	45
Hockley.....159	12.7	.010	14	3.2	3.0	1.51	36.87	3,040	.006	596	188	10	4,662	.005	1,466	1,501	1.2	.006	60
Hood.....159	6.7	.005	16	1.8	1.8	1.06	49.14	1,001	.002	141	204	4	1,763	.002	978	988	N. A.	.002	40
Hopkins.....154	30.3	.023	38	8.0	7.3	4.32	43.74	6,195	.011	389	114	9	9,059	.010	1,132	1,191	2.5	.010	43
Houston.....161	31.1	.024	25	7.7	4.8	4.39	39.12	4,280	.008	369	133	8	6,883	.008	890	1,135	N. A.	.008	33
Howard.....159	21.0	.016	23	5.4	5.2	.80	40.40	11,175	.021	1,091	133	45	16,443	.018	3,023	3,095	3.4	.020	125
Hudspeth.....174	3.1	.002	1	.8	.8	.14	26.63	543	.001	50	167	17	872	.001	1,070	1,104	N. A.	.001	50
Hunt.....154	48.8	.037	54	13.3	11.6	4.46	38.89	12,618	.023	1,482	175	19	20,758	.023	1,559	1,681	4.5	.024	65
Hutchinson.....157	19.1	.014	22	5.3	5.2	.18	36.57	7,746	.014	780	92	52	13,018	.014	2,461	2,487	2.0	.015	107
Irion.....159	2.0	.001	2	.6	.6	.15	48.40	347	.001	42	183	32	553	.001	984	995	.2	.001	100
Jack.....159	10.2	.008	11	2.8	2.7	1.20	52.28	2,122	.004	177	109	16	3,683	.004	1,335	1,344	1.0	.004	50
Jackson.....161	11.7	.009	14	2.8	2.4	1.26	38.02	2,408	.004	249	97	18	3,970	.004	1,395	1,523	.7	.004	44
Jasper.....160	17.5	.013	18	4.3	3.2	1.70	55.41	3,472	.006	356	116	11	5,192	.006	1,193	1,408	N. A.	.006	46
Jeff Davis.....174	2.4	.002	1	.8	.8	.10	47.24	293	.001	48	141	26	413	.001	712	716	N. A.	.001	50
Jefferson (Beaumont).....160	145.3	.110	154	39.2	29.7	2.39	43.59	61,909	.114	5,946	136	62	98,333	.108	2,511	2,909	16.7	.114	104
Jim Hogg.....163	5.4	.004	5	1.2	1.2	.20	59.87	1,900	.003	155	100	36	2,719	.003	2,236	2,247	N. A.	.003	75
Jim Wells.....163	20.2	.015	24	4.7	4.6	1.23	44.96	6,543	.012	445	110	34	11,086	.012	2,341	2,376	N. A.	.012	80
Johnson.....159	30.4	.023	41	8.6	8.2	2.92	46.19	7,357	.014	956	141	19	12,539	.014	1,454	1,498	3.2	.015	65
Jones.....159	23.4	.018	24	6.2	5.9	2.18	39.25	6,523	.012	646	139	22	10,607	.012	1,717	1,767	2.6	.012	67
Karnes.....163	19.2	.015	25	4.2	4.0	2.10	39.95	3,710	.007	211	113	16	6,174	.007	1,456	1,503	1.4	.007	47
Kaufman.....154	38.3	.029	47	9.2	6.7	3.27	34.11	7,179	.013	770	120	12	13,201	.014	1,435	1,692	4.2	.014	48
Kendall.....163	5.1	.004	8	1.5	1.5	.74	60.92	1,523	.003	272	179	27	2,542	.003	1,687	1,707	.6	.003	75
Kenedy.....163	.7	.001	1	.1	.1	.01	13.43	20	.001	17	88	26	134	.001	1,000	1,000	N. A.	.001	100
Kent.....159	3.4	.003	4	.9	.8	.45	41.65	527	.001	58	116	8	791	.001	905	922	N. A.	.001	33
Kerr.....163	11.6	.009	11	3.1	3.0	.73	51.87	5,223	.010	370	126	44	9,090	.010	2,900	2,989	1.4	.010	111
Kimble.....163	5.1	.004	4	1.4	1.4	.44	49.42	1,498	.003	137	137	21	2,258	.003	1,651	1,657	.5	.003	75
King.....159	1.1	.001	1	.3	.3	.11	28.84	227	.001	24	96	9	397	.001	1,487	1,498	N. A.	.001	100
Kinney.....163	4.5	.003	3	.9	.8	.13	47.16	768	.001	142	197	21	1,247	.001	1,390	1,458	.2	.001	33
Kleberg.....163	13.3	.010	16	3.2	3.0	.37	51.38	4,065	.008	554	159	39	6,906	.008	2,140	2,211	1.5	.009	90
Knox.....159	10.1	.008	12	2.6	2.5	.98	40.82	2,372	.004	221	141	13	3,854	.004	1,805	1,537	.9	.004	50
Lamar.....154	50.4	.038	56	13.0	10.8	4.18	36.37	10,182	.019	913	137	16	17,295	.019	1,325	1,472	4.5	.019	50
Lamb.....159	17.6	.013	17	4.6	4.3	2.17	43.11	5,118	.009	514	116	14	7,617	.008	1,668	1,716	2.0	.009	89
Lampasas.....159	9.2	.007	13	2.7	2.6	1.06	49.83	2,605	.005	290	148	14	4,064	.004	1,520	1,548	.9	.005	71
La Salle.....163	8.0	.006	5	1.9	1.9	.45	47.58	1,294	.002	147	118	15	2,085	.002	1,099	1,100	N. A.	.002	33
Lavaca.....161	25.8	.019	26	6.6	5.8	4.20	50.50	3,871	.007	399	121	18	6,128	.007	927	998	2.3	.007	37
Lee.....161	12.7	.010	20	3.0	2.2	2.07	49.57	1,786	.003	116	121	6	3,030	.003	994	1,169	.8	.003	30
Leon.....161	17.7	.013	16	4.5	2.6	2.76	47.09	2,326	.005	180	110	5	4,186	.004	939	1,220	N. A.	.004	31
Liberty.....161	24.5	.019	21	6.4	4.8	1.96	48.01	6,962	.013	657	125	27	10,574	.012	1,651	1,924	1.9	.013	68
Limestone.....161	33.8	.026	36	8.9	6.4	3.43	38.11	5,437	.010	428	130	12	9,344	.010	1,054	1,250	3.2	.010	38
Lipscomb.....107	3.8	.003	4	1.0	1.0	.48	55.59	1,169	.002	172	176	22	1,726	.002	1,723	1,724	.5	.002	67
Live Oak.....163	9.8	.007	9	2.3	2.2	1.01	43.13	1,685	.003	131	175	14	2,698	.003	1,196	1,200	.7	.003	43
Llano.....163	6.0	.005	6	1.7	1.7	.67	60.35	1,657	.003	163	123	22	2,408	.003	1,421	1,432	.6	.003	60
Loving.....159	.3	.001	.1	.1	.1	.01	47.67	43	.001	8	73	46	66	.001	767	767	N. A.	.001	100
Lubbock.....159	51.8	.039	58	13.8	12.8	2.12	43.45	26,297	.049	2,363	121	43	39,059	.043	2,826	2,944	7.8	.047	120
Lynn.....159	11.9	.009	13	3.1	2.9	1.47	37.99	3,585	.007	354	97	13	5,200	.006	1,686	1,742	1.5	.007	76

Before using these figures, see explanation page 9.

HOUSTON EMPLOYMENT UP 41.9% HOUSTON PAY ROLLS UP 53.6% ABOVE 1929



Index of Employment and Pay Rolls in Houston



Currently Houston employment and pay rolls are at an all-time high—far above the 1929 peak, as the chart above shows. But that's just half the story.

Houston is a market where you can "go to town" today, and meanwhile know you're building for tomorrow. Houston was above-average long before the defense-spending era, and will be above-average after the war has ended.

Uncle Sam is spending more than 750 million dollars this year in the Houston area for defense. The result? The busiest machines in industrial Houston are the CASH REGISTERS

The sure way to get your full share of Houston's increased consumer income is to push your products with consistent advertising in The Houston Chronicle—Texas' Largest Daily Newspaper.

Year after year now, The Chronicle has published an average of 50% more advertising than the second Houston newspaper, and 150% more than the third Houston newspaper.

Advertisers use The Chronicle because they know The Chronicle SELLS Houston—moves MORE merchandise—does it at LESS cost—and can do the job ALONE!



THE HOUSTON CHRONICLE




First in Circulation and Advertising for 29 Consecutive Years

R. W. McCARTHY
National Advertising Manager

THE BRANHAM COMPANY
National Representatives

T E X A S—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power Index
McCulloch.....159	13.2	.010	12	3.5	3.3	1.10	45.05	4,296	.008	535	130	16	6,403	.007	1,830	1,879	1.4	.008	89	
McLennan (Waco).....156	101.9	.077	99	27.3	22.2	4.44	39.52	33,761	.062	2,342	129	37	56,519	.062	2,068	2,314	11.3	.061	79	
McMullen.....163	1.4	.001	1	.4	.4	.16	48.08	129		29	126	14	275		755	758	N. A.			
Madison.....161	12.0	.009	25	3.1	2.1	1.67	41.18	2,738	.005	249	134	5	4,125	.005	1,352	1,632	1.0	.005	56	
Marion.....154	11.5	.009	29	2.8	1.3	1.29	46.15	1,854	.003	262	128	15	2,678	.003	942	1,366	N. A.	.003	33	
Martin.....159	5.6	.004	6	1.4	1.3	.78	37.52	1,251	.002	161	132	12	2,112	.002	1,542	1,563	.6	.002	50	
Mason.....163	5.4	.004	6	1.5	1.5	.71	59.05	1,613	.003	136	105	25	2,413	.003	1,594	1,612	.5	.003	75	
Matagorda.....161	20.1	.015	18	5.3	4.0	1.61	44.85	6,148	.011	825	163	32	9,028	.010	1,703	1,977	1.7	.011	73	
Maverick.....163	10.1	.008	8	2.2	2.2	.27	47.49	2,372	.004	142	122	19	3,390	.004	1,561	1,566	N. A.	.004	50	
Medina.....163	16.1	.012	12	3.9	3.8	1.72	51.76	2,499	.005	169	106	13	4,143	.004	1,070	1,085	N. A.	.004	33	
Menard.....159	4.5	.003	5	1.2	1.2	.38	57.22	1,544	.003	140	90	37	2,327	.002	1,900	1,917	.3	.003	100	
Midland.....159	11.7	.009	13	3.3	2.9	.39	46.46	6,745	.012	1,080	109	99	9,931	.011	2,989	3,191	2.0	.013	144	
Milam.....161	33.1	.025	32	8.3	6.4	3.89	38.41	5,064	.009	343	141	11	8,359	.009	1,011	1,159	N. A.	.009	36	
Mills.....156	7.9	.006	11	2.1	2.1	1.36	50.56	1,565	.003	102	131	6	2,282	.002	1,061	1,062	.6	.002	33	
Mitchell.....159	12.5	.009	14	3.3	3.1	1.12	37.45	3,409	.006	301	121	19	4,846	.005	1,454	1,517	1.5	.006	67	
Montague.....159	20.4	.016	22	5.4	5.4	2.16	47.27	4,370	.008	456	103	16	6,895	.007	1,269	1,270	1.9	.008	50	
Montgomery.....161	23.1	.018	21	6.0	4.1	2.30	47.26	5,170	.010	618	136	20	9,079	.010	1,511	1,845	N. A.	.010	56	
Moore.....157	4.5	.003	5	1.2	1.2	.18	32.89	1,593	.003	222	125	40	2,384	.003	1,980	1,983	N. A.	.003	100	
Morris.....154	9.8	.007	37	2.4	1.6	1.21	37.26	1,403	.003	144	105	7	2,278	.002	939	1,151	N. A.	.003	43	
Motley.....159	5.0	.004	5	1.3	1.2	.59	43.55	1,308	.002	132	133	17	1,957	.002	1,477	1,537	.5	.002	50	
Nacogdoches.....161	35.4	.027	37	8.8	6.6	3.60	40.64	7,576	.014	609	125	13	11,034	.012	1,250	1,456	2.7	.013	48	
Navarro.....154	51.3	.039	47	13.5	10.1	4.21	34.82	10,703	.020	878	163	18	17,835	.020	1,321	1,543	4.6	.020	51	
Newton.....160	13.7	.010	15	3.3	2.0	1.56	51.41	1,381	.003	98	92	5	2,304	.003	708	912	N. A.	.003	30	
Nolan.....159	17.3	.013	19	4.6	4.4	.95	41.73	6,681	.012	556	160	29	9,490	.010	2,043	2,098	2.3	.011	85	
Nueces (Corpus Christi).....163	92.7	.070	111	24.0	22.4	1.46	35.90	42,447	.078	4,107	142	56	62,420	.069	2,602	2,705	9.2	.076	109	
Ochiltree.....157	4.2	.003	5	1.1	1.1	.53	47.54	2,231	.004	260	126	48	3,513	.004	3,092	3,092	.7	.004	133	
Oldham.....157	1.4	.001	1	.4	.4	.18	44.48	480	.001	38	97	33	749	.001	2,122	2,122	N. A.	.001	100	
Orange.....160	17.4	.013	49	4.6	4.0	1.14	52.15	4,034	.007	659	218	24	6,726	.007	1,483	1,585	1.6	.008	62	
Palo Pinto.....159	18.5	.014	19	5.1	4.9	1.32	49.98	4,740	.009	707	218	24	7,904	.009	1,545	1,577	1.7	.010	71	
Panola.....154	22.5	.017	26	5.4	3.3	3.24	40.58	2,438	.005	220	119	5	3,855	.004	720	924	N. A.	.005	29	
Parker.....159	20.5	.016	23	5.6	5.5	2.48	50.27	4,035	.007	591	154	13	6,496	.007	1,158	1,168	N. A.	.008	50	
Parmer.....157	5.9	.004	7	1.5	1.5	.91	45.88	1,602	.003	194	108	17	2,415	.003	1,606	1,613	.7	.003	75	
Pecos.....174	8.2	.006	2	2.0	2.0	.33	42.88	3,178	.006	334	125	38	4,880	.005	2,405	2,421	1.1	.006	100	
Polk.....161	20.6	.016	19	5.2	4.5	2.07	40.96	4,127	.008	258	98	11	5,929	.007	1,148	1,137	N. A.	.007	44	
Potter (Amarillo).....157	54.3	.041	60	15.0	14.1	.30	37.36	30,359	.056	2,629	121	77	48,919	.054	3,251	3,371	7.7	.056	137	
Presidio.....174	10.9	.006	3	2.2	2.2	.49	41.02	2,389	.004	208	126	23	4,132	.005	1,889	1,895	N. A.	.005	63	
Rains.....154	7.3	.006	31	1.8	1.7	1.13	42.61	459	.001	44	85	3	1,692	.002	940	982	N. A.	.001	17	
Randall (Amarillo).....157	7.2	.005	8	2.0	2.0	.66	53.31	1,697	.003	150	114	29	2,787	.003	1,386	1,396	1.1	.003	60	
Reagan.....159	2.0	.002	2	.6	.5	.08	25.00	662	.001	106	107	83	1,112	.001	1,958	2,000	.1	.001	50	
Real.....163	2.4	.002	4	.7	.7	.30	57.12	341	.001	26	87	8	572	.001	867	867	N. A.	.001	50	
Red River.....154	29.8	.023	29	7.5	5.8	3.73	35.80	4,332	.008	305	128	6	6,496	.007	867	990	N. A.	.008	35	
Reeves.....174	8.0	.006	3	2.0	2.0	.28	43.05	4,193	.008	297	134	41	6,193	.007	3,022	3,103	.9	.008	133	
Refugio.....161	10.4	.008	14	2.6	2.3	.40	39.85	3,605	.007	268	93	50	6,210	.007	2,373	2,533	1.6	.007	88	
Roberts.....157	1.3	.001	1	.4	.4	.15	48.89	503	.001	57	124	33	801	.001	2,225	2,225	N. A.	.001	100	
Robertson.....161	25.7	.020	29	6.3	3.6	2.83	39.47	3,871	.007	433	170	10	6,504	.007	1,034	1,357	N. A.	.007	35	
Rockwall.....154	7.0	.005	48	2.0	1.5	.67	35.64	1,157	.002	134	103	7	1,885	.002	965	1,123	N. A.	.002	40	
Runnels.....159	18.9	.014	18	4.9	3.8	2.10	46.26	5,317	.010	449	137	5	8,883	.010	1,805	2,322	1.8	.010	71	
Rusk.....154	51.0	.039	54	13.0	9.3	4.28	50.51	12,207	.023	1,807	121	25	19,906	.022	1,535	1,826	4.2	.025	64	
Sabine.....160	10.9	.008	19	2.7	2.1	1.60	43.35	1,380	.003	96	117	4	2,165	.002	791	902	N. A.	.003	38	
San Augustine.....161	12.5	.009	20	2.9	2.1	2.16	40.81	1,795	.003	153	123	5	2,848	.003	973	1,147	N. A.	.003	33	
San Jacinto.....161	9.1	.007	15	2.3	1.1	1.55	48.87	659	.001	34	136	2	2,057	.002	896	1,282	N. A.	.001	14	
San Patricio.....163	28.9	.022	42	7.1	6.9	1.09	37.09	8,824	.016	748	116	37	13,778	.015	1,933	1,972	2.5	.016	73	
San Saba.....159	11.0	.006	10	2.9	2.8	1.28	50.43	2,165	.004	170	133	10	3,143	.003	1,090	1,106	.9	.003	38	
Schleicher.....159	3.1	.002	2	.8	.8	.29	44.38	640	.001	82	139	27	1,035	.001	1,225	1,256	.5	.001	50	
Scurry.....159	11.5	.009	13	3.1	3.0	1.47	41.39	3,086	.006	260	112	12	4,600	.005	1,489	1,506	1.1	.005	56	
Schackelford.....159	6.2	.005	7	1.7	1.6	.46	45.27	1,561	.003	177	128	36	2,608	.003	1,533	1,564	.7	.003	60	
Shelby.....154	29.2	.022	36	7.4	5.6	4.95	43.94	4,551	.006	442	124	6	7,636	.008	1,033	1,193	N. A.	.008	36	
Sherman.....157	2.0	.002	2	.5	.5	.31	46.11	689	.001	110	100	26	1,043	.001	1,931	1,931	.3	.001	50	
Smith.....154	69.1	.053	74	18.1	12.7	5.31	43.99	22,400	.041	2,123	117	40	36,793	.040	2,034	2,442	7.6	.041	77	
Somervell.....159	3.1	.002	16	.8	.8	.43	44.12	442	.001	18	95	4	753	.001	903					

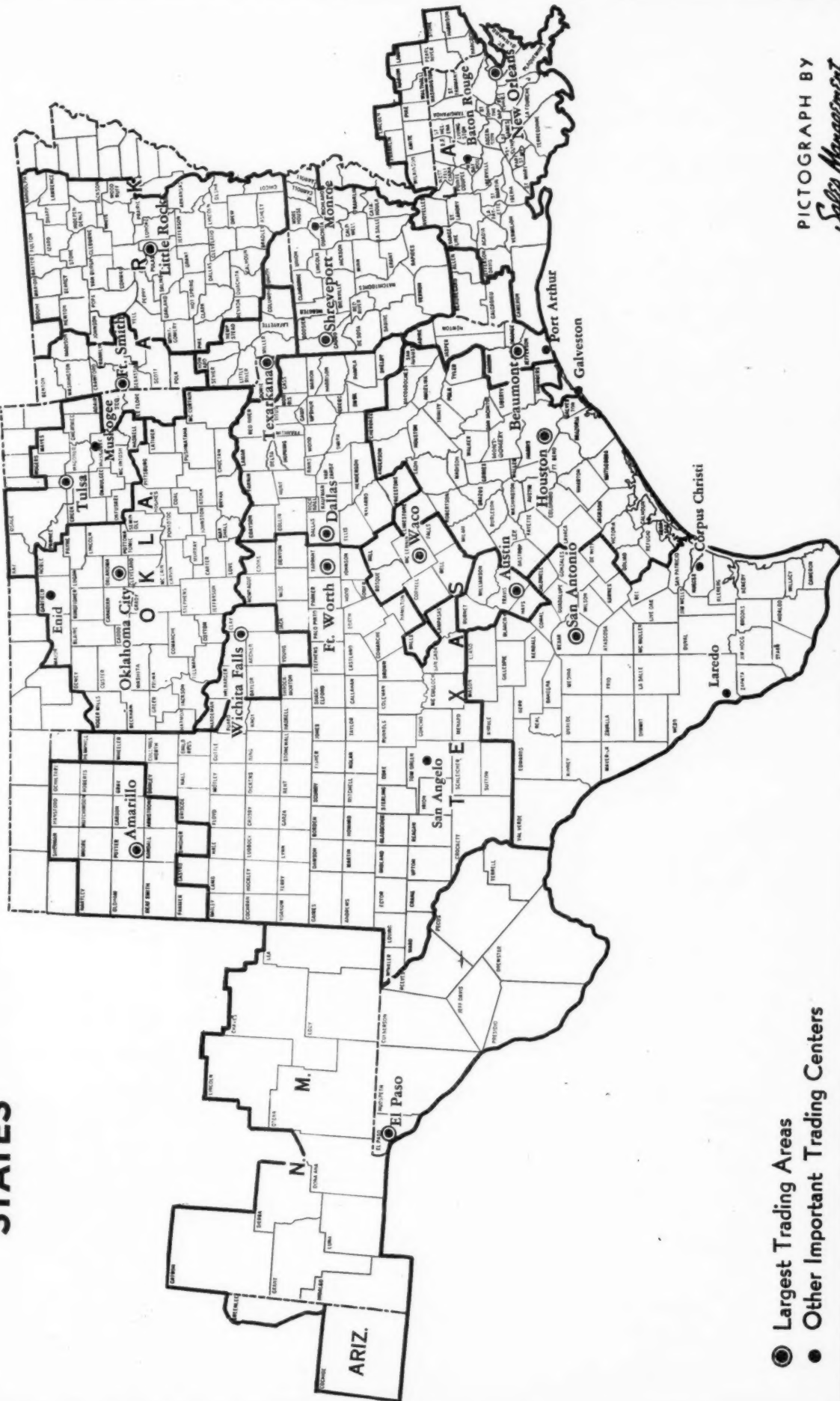
Before using these figures, see explanation page 9.

TRADING AREAS

40

WEST SOUTH CENTRAL

STATES






● Largest Trading Areas

- Other Important Trading Centers

PICTOGRAPH BY
Sales Management

TEXAS—County Data—(Continued)





The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Families Est'd (in thous- ands)	White Families Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dollars)	Per White Family (dollars)	Thous- ands of \$1,500 Pre-ferred Families	National Buying Power, %	Buy- ing Power Index
Stephens.....159	12.4	.009	13	3.6	3.4	.81	46.22	4,245	.008	534	130	29	6,540	.007	1,833	1,869	1.3	.008	89
Sterling.....159	1.4	.001	2	.4	.4	.12	48.12	608	.001	53	133	60	961	.001	2,459	2,471001	100
Stonewall.....159	5.6	.004	6	1.4	1.3	.75	41.19	655	.001	56	112	8	1,053	.001	770	790	.5	.001	25
Sutton.....159	4.0	.003	3	1.0	1.0	.17	49.02	1,598	.003	96	123	57	2,400	.003	2,348	2,390	.3	.003	100
Swisher.....157	6.5	.005	7	1.8	1.8	1.04	47.62	2,043	.004	200	109	24	3,428	.004	1,939	1,947	.9	.004	80
Tarrant (Fort Worth).....159	225.5	.171	257	64.5	55.9	3.62	45.14	113,050	.209	8,173	136	62	198,091	.217	3,071	3,320	29.5	.212	124
Taylor.....159	44.1	.034	48	11.8	11.2	1.87	44.26	18,253	.034	2,376	168	41	27,337	.030	2,325	2,384	6.2	.034	100
Terrell.....174	2.9	.002	1	.8	.7	.14	40.64	981	.002	89	133	59	1,669	.002	2,216	2,249	.2	.002	100
Terry.....159	11.2	.009	12	2.9	2.8	1.31	36.92	3,588	.007	595	163	16	5,155	.006	1,801	1,836	1.3	.007	78
Throckmorton.....159	4.3	.003	5	1.1	1.1	.57	48.15	757	.001	84	142	13	1,205	.001	1,063	1,063	.5	.001	33
Titus.....154	19.2	.015	46	5.1	4.3	2.15	44.50	4,265	.008	384	135	16	6,281	.007	1,235	1,353	1.7	.008	53
Tom Green.....159	39.3	.030	26	10.5	9.8	1.41	48.38	18,300	.034	1,399	139	49	30,163	.033	2,872	2,977	6.1	.033	110
Travis (Austin).....162	111.0	.084	109	28.1	23.4	2.65	40.79	46,440	.086	3,778	138	60	67,936	.075	2,420	2,671	11.8	.081	96
Trinity.....161	13.7	.011	20	3.4	2.5	1.62	46.52	2,487	.005	135	142	8	3,523	.004	1,049	1,214	N. A.	.004	36
Tyler.....161	11.9	.009	13	2.9	2.4	1.52	51.39	2,017	.004	215	100	8	2,990	.003	1,016	1,135	N. A.	.004	44
Upshur.....154	26.2	.020	44	6.5	4.9	3.41	45.68	3,706	.007	539	182	8	6,099	.007	941	1,097	N. A.	.008	40
Upton.....159	4.3	.003	3	1.3	1.2	.08	42.60	2,532	.005	234	128	67	4,144	.005	3,281	3,402	.7	.005	167
Uvalde.....163	13.2	.010	8	3.4	3.3	.76	48.99	4,099	.008	345	129	26	6,888	.007	1,993	2,013	N. A.	.008	80
Val Verde.....163	15.4	.012	5	3.7	3.6	.31	49.26	4,530	.008	344	132	39	7,733	.008	2,111	2,139	1.0	.008	67
Van Zandt.....154	31.2	.024	36	8.0	7.5	4.38	44.77	5,042	.009	449	144	9	8,290	.010	1,037	1,076	3.2	.010	42
Victoria.....161	23.7	.018	27	6.2	5.2	1.65	41.98	9,798	.018	938	126	42	14,301	.016	2,311	2,529	2.5	.017	94
Walker.....161	19.9	.015	25	4.6	2.5	1.87	45.24	4,010	.007	367	107	20	6,531	.007	1,432	1,914	N. A.	.007	47
Waller.....161	10.3	.008	20	2.7	1.4	1.48	49.73	2,210	.004	233	116	13	3,577	.004	1,306	1,800	.8	.004	50
Ward.....159	9.6	.007	12	2.6	2.5	.17	42.99	4,313	.008	344	110	60	6,210	.007	2,377	2,412	1.5	.008	114
Washington.....161	25.4	.019	42	6.6	4.1	3.91	43.52	4,934	.009	339	125	16	8,058	.009	1,216	1,550	2.1	.009	47
Webb.....163	45.9	.035	14	10.0	10.0	.43	43.04	11,870	.022	831	120	27	19,053	.021	1,901	1,907	N. A.	.021	60
Wharton.....161	36.2	.028	34	9.3	6.7	3.75	33.20	9,666	.018	855	114	27	16,410	.018	1,762	2,091	4.0	.018	64
Wheeler.....159	12.4	.010	14	3.2	3.2	1.27	40.38	3,764	.007	350	120	21	6,463	.007	2,000	2,020	1.9	.007	70
Wichita.....158	73.6	.056	120	20.0	18.4	1.33	43.45	33,761	.062	3,290	108	50	52,264	.057	2,619	2,740	8.6	.061	109
Wilbarger.....158	20.5	.016	22	5.5	5.0	1.30	34.15	7,163	.013	579	114	24	11,522	.013	2,103	2,222	2.1	.013	81
Willacy.....163	13.2	.010	22	3.1	3.1	.98	44.04	2,573	.005	158	75	13	4,262	.005	1,372	1,384	.9	.005	50
Williamson.....162	41.7	.032	37	11.0	9.2	3.95	39.95	9,830	.018	952	127	17	15,413	.017	1,406	1,548	3.1	.018	56
Wilson.....163	17.1	.013	21	3.9	3.8	2.09	47.99	2,429	.004	128	122	7	3,596	.004	929	944	N. A.	.004	31
Winkler.....159	6.1	.007	7	1.8	1.7	.03	49.01	3,403	.006	285	90	66	4,608	.004	2,614	2,671	.6	.005	71
Wise.....159	19.1	.014	21	5.1	5.1	2.49	49.82	3,174	.006	371	157	7	4,762	.005	926	933	N. A.	.006	43
Wood.....154	24.4	.019	34	6.3	5.4	3.29	49.47	4,332	.008	638	226	11	6,544	.007	1,043	1,134	1.8	.008	42
Yoakum.....159	5.4	.004	7	1.5	1.5	.26	47.46	930	.002	213	92	34	1,432	.002	959	970	N. A.	.002	50
Young.....158	19.0	.014	21	5.2	5.1	1.45	48.39	7,302	.014	759	100	33	11,013	.012	2,126	2,152	1.8	.013	93
Zapata.....163	3.9	.003	4	.9	.9	.33	70.55	132	34	103	9	897	.001	1,044	1,045	N. A.	.001	33
Zavala.....163	11.6	.009	9	2.4	2.4	.32	45.92	1,462	.003	130	120	10	2,402	.003	985	988	N. A.	.003	33
STATE TOTAL.....	6,414.8	4.872	24	1678.4	1432.8	418.00	42.76	2,050,012	3.789	194,800	130	38	3,229,996	3.545	1,924	2,098	573.0	3.757	77

For Texas City figures, see page 243.

West South Central States—City Data

ARKANSAS—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thousands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thou- s'nds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U S A	Dollars (in thou- sands)	Dollars (in thou- sands)	Dollars (in thou- sands)	% of County	% of State	% of U S A	Per Cap- ita dollars	Per Fam- ily dollars	Thou- sands of \$1500 Pre- ferred families
Blytheville.....	Mississippi.....	10.7	13.28	.54	.008	3.1	28.83	13.90	5,897	30.03	1.51	.011	10,723	1,982	7,983	24.47	1.39	.009	749	2,560	1.1
Camden.....	Ouachita.....	9.0	28.81	.46	.007	2.5	N. A.	N. A.	4,230	84.06	1.08	.008	3,524	N. A.	5,706	65.72	.99	.006	636	2,282	.9
El Dorado.....	Union.....	15.9	31.43	.81	.012	4.7	37.80	18.90	9,029	54.83	2.32	.017	11,242	N. A.	10,789	41.34	1.88	.012	680	2,304	2.6

Before using these figures, see explanation page 9.

We Sell Newspapers You Sell_____

(any quality product)

Our product can tell the story of yours to families "In the Square" who spent nearly a half billion dollars for retail purchases in 1941—and at one low cost!

Sales Management Data on Fort Worth's Trading Area

"IN THE SQUARE"

Families 397,600
23.6% of Texas

Star-Telegram families represent best buying power
in their respective communities.

Buying Income . \$755,685,000
23.3% of Texas in 1941

This rich section will get its share
of 1942's 100 billion dollar national income.

New Car Sales 48,020
24.6% of Texas in 1941

Car Manufacturers—keep your name and
dealer organizations alive in this market.

Retail Sales . . \$498,331,000
24.3% of Texas in 1941

Build your campaign in this key retail market
of the U. S. around The Star-Telegram.



Concentration!

182,308 Daily
(Over 93% Concentrated
in Fort Worth Area)

138,081 Sunday
(Over 88% Concentrated
in Fort Worth Area)

Publishers' Statement Six Months
Ending Sept. 30, 1941

Folks "In the Square" BUY, READ and BELIEVE IN The

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Publisher.

Bush Jones, National Advertising Mgr.

LARGEST CIRCULATION IN TEXAS

APRIL 10, 1942

[241]

ARKANSAS—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thous- ands of \$1500 Prefer- red families
Fayetteville	Washington	8.2	19.97	.42	.006	2.4	N. A.	N. A.	5,199	48.09	1.33	.010	5,477	N. A.	5,561	38.22	.97	.006	677	2,317	.9
Fort Smith	Sebastian	36.6	58.25	1.88	.028	10.2	42.81	18.73	19,525	87.39	5.01	.036	38,164	21,694	24,372	67.95	4.24	.027	666	2,396	4.7
Helena	Phillips	8.5	18.59	.44	.007	2.7	N. A.	N. A.	4,368	47.38	1.11	.008	8,620	N. A.	6,103	47.47	1.06	.007	714	2,260	.9
Hot Springs	Garland	21.4	51.29	1.10	.016	6.3	34.46	18.31	11,262	74.14	2.89	.021	4,611	1,243	14,670	64.81	2.55	.016	686	2,307	3.2
Jonesboro	Craighead	11.7	24.85	.60	.009	3.3	41.26	16.80	5,977	60.49	1.53	.011	9,458	3,050	8,150	50.00	1.42	.009	695	2,478	1.3
Little Rock	Pulaski	88.0	56.40	4.52	.067	24.7	35.29	23.28	50,544	76.14	12.96	.093	101,287	26,722	55,767	60.98	9.70	.061	633	2,260	11.1
N. Little Rock	Pulaski	21.1	13.54	1.08	.016	5.9	36.54	15.12	6,793	10.23	1.74	.013	4,406	5,116	10,594	11.58	1.84	.012	501	1,798	2.4
Pine Bluff	Jefferson	21.3	32.70	1.09	.016	6.4	34.85	16.50	9,812	58.52	2.52	.018	19,305	6,857	13,165	48.27	2.29	.014	618	2,064	2.9
*Texarkana	Miller	11.8	37.09	.61	.009	3.4	45.31	16.57	6,558	70.43	1.68	.012	10,325	N. A.	8,999	70.89	1.55	.010	753	2,615	1.3
TOTAL ABOVE	CITIES	264.2		13.55	.201	75.6			139,192		35.68	.258			171,760		29.88	.189	650	2,272	33.3
STATE TOTAL		1,949.4			1.481	495.8	39.71		390,002			.721			575,000			.631	295	1,160	93.3

*See also Texarkana, Texas.

For Arkansas County figures, see page 228.

LOUISIANA—City Data

Alexandria	Rapides	27.1	36.89	1.14	.021	7.3	34.85	20.69	15,276	79.70	2.07	.028	10,726	4,811	20,092	70.23	2.13	.022	742	2,761	2.3
Baton Rouge	E. Baton Rouge	34.7	39.27	1.47	.026	9.1	33.36	26.93	34,564	79.27	4.68	.064	19,492	6,302	31,845	53.00	3.37	.035	917	3,488	4.8
Bogalusa	Washington	14.6	42.40	.62	.011	4.0	38.26	11.28	5,415	73.21	.73	.010	1,961	17,322	7,984	79.66	.84	.009	547	1,981	1.0
Lafayette	Lafayette	19.2	43.72	.81	.015	4.9	55.18	17.56	8,739	83.11	1.18	.016	7,944	1,940	12,416	84.92	1.31	.014	646	2,512	1.6
Lake Charles	Calcasieu	21.2	37.53	.90	.016	5.6	42.69	22.73	14,079	70.45	1.91	.026	24,810	5,551	18,136	55.66	1.92	.020	855	3,246	1.9
Monroe	Ouachita	28.3	47.85	1.20	.021	7.9	27.82	19.26	21,155	83.41	2.86	.039	21,062	5,363	23,167	66.53	2.45	.025	818	2,934	2.9
New Orleans	Orleans	494.5	100.00	20.92	.375	133.0	23.72	21.96	195,417	100.00	26.45	.361	558,976	171,060	350,457	100.00	37.09	.385	709	2,634	54.3
Opelousas	St. Landry	9.0	12.56	.38	.007	2.3	48.71	16.17	6,145	50.24	.83	.012	2,664	N. A.	5,095	30.92	.54	.006	567	2,264	.7
Shreveport	Caddo	98.2	65.36	4.15	.075	26.9	36.23	25.16	57,520	88.25	7.91	.106	83,166	34,588	83,950	79.89	8.88	.092	855	3,120	12.2
TOTAL ABOVE	CITIES	746.8		31.59	.567	201.0			358,310		48.62	.662			553,142		58.53	.608	741	2,752	81.7
STATE TOTAL		2,363.9			1.795	592.5	36.87		604,996			1.118			945,002			1.037	400	1,595	135.0

For Louisiana County figures, see page 229.

OKLAHOMA—City Data

Ada	Pontotoc	15.1	38.06	.65	.011	4.3	44.48	19.80	9,477	84.04	1.58	.018	4,691	2,316	6,230	38.94	.64	.007	411	1,461	1.9
Altus	Jackson	8.6	37.84	.37	.007	2.4	38.98	13.46	3,812	75.69	.64	.007	3,492	N. A.	6,014	69.94	.62	.007	700	2,491	1.0
Ardmore	Carter	16.9	39.00	.72	.013	4.8	43.51	17.49	7,917	77.46	1.32	.015	5,240	N. A.	8,748	50.01	.90	.010	518	1,808	2.0
Bartlesville	Washington	16.3	53.23	.70	.012	4.8	44.03	28.86	9,603	89.23	1.60	.018	2,324	N. A.	12,465	63.29	1.29	.014	766	2,591	2.9
Chickasha	Grady	14.1	34.32	.60	.011	4.1	45.07	15.44	6,966	75.85	1.16	.013	2,922	2,655	6,988	44.36	.72	.008	495	1,714	2.3
Duncan	Stephens	9.2	29.51	.40	.007	2.6	48.37	17.55	5,035	69.38	.84	.009	2,260	N. A.	4,434	42.34	.46	.005	482	1,680	1.2
Durant	Bryan	10.0	26.29	.43	.008	2.8	40.83	17.27	5,631	81.69	.94	.010	2,491	1,154	5,565	60.15	.57	.006	555	1,979	1.3
El Reno	Canadian	10.1	36.88	.43	.008	3.0	48.05	19.86	4,874	68.04	.81	.009	3,050	N. A.	5,207	41.68	.54	.006	517	1,748	1.4
Enid	Garfield	28.1	61.74	1.20	.021	8.4	49.90	19.89	17,217	86.63	2.87	.032	20,125	N. A.	18,836	60.62	1.94	.021	671	2,255	4.5
Guthrie	Logan	10.0	39.68	.43	.008	2.9	48.51	16.18	5,341	76.33	.89	.010	1,321	N. A.	5,247	41.42	.54	.006	524	1,793	1.3
Lawton	Comanche	18.1	46.31	.77	.014	5.3	49.05	18.56	9,628	84.96	1.60	.018	4,733	N. A.	7,813	48.88	.80	.009	433	1,475	2.4
McAlester	Pittsburg	12.4	25.32	.53	.009	3.6	47.43	15.54	6,731	72.03	1.12	.012	4,915	1,235	5,306	34.36	.55	.006	428	1,488	1.3
Muskogee	Muskogee	32.3	49.05	1.38	.025	9.3	43.57	17.01	15,086	86.45	2.51	.028	15,714	6,940	19,594	62.14	2.02	.022	606	2,105	4.2
Norman	Cleveland	11.4	41.22	.47	.009	3.4	45.09	26.49	5,589	85.38	.93	.010	1,495	N. A.	6,321	66.63	.65	.007	553	1,853	1.5
Oklahoma City	Oklahoma	204.4	83.73	8.75	.155	59.5	37.02	25.18	105,514	94.34	17.59	.195	230,126	44,246	148,524	89.31	15.31	.163	727	2,496	34.6
Okmulgee	Okmulgee	16.1	32.04	.69	.012	4.5	47.85	13.56	6,800	58.70	1.13	.013	3,105	1,100	7,201	36.39	.74	.008	449	1,597	4.3
Ponca City	Kay	16.8	35.67	.12	.013	4.8	44.52	24.42	8,712	54.26	1.45	.016	1,511	1,485	11,506	42.26	1.19	.013	685	2,417	2.9
Sapulpa	Creek	12.2	22.07	.53	.009	3.6	52.43	11.44	4,736	38.55	.79	.009	713	2,592	5,346	24.73	.55	.006	436	1,495	1.7
Seminole	Seminole	11.5	18.87	.50	.009	3.2	43.87	16.27	7,537	49.39	1.26	.014	7,572	735	5,484	21.00	.57	.006	475	1,707	2.1
Shawnee	Pottawatomie	22.1	40.56	.94	.016	6.3	41.93	16.17	11,944	79.56	1.99	.022	6,820	4,962	10,741	42.06	1.11	.012	487	1,701	3.6
Stillwater	Payne	10.1	28.00	.43	.008	3.0	39.90	27.94	6,453	54.07	1.08	.012	1,152	1,840	5,758	30.99	.59	.006	570	1,926	1.4
Tulsa	Tulsa	142.2	73.53	6.08	.107	41.3	40.76	28.82	80,524	92.71	13.42	.149	88,931	26,560	123,978	88.15	12.78	.136	872	2,999	24.2
Wewaka	Seminole	10.3	16.85	.44	.008	2.6	34.43	15.04	4,387	28.75	.73	.008	1,007	175	4,824	18.48	.50	.005	468	1,831	1.8
TOTAL ABOVE	CITIES	658.3		28.18	.500	190.5			349,514		58.25	.647			442,130		45.58	.489	672	2,321	105.8
STATE TOTAL		2,338.4			1.774	610.5	42.78		600,000			1.109			969,998			1.065	415	1,588	217.1

For Oklahoma County figures, see page 230.

Before using these figures, see explanation page 9.

TEXAS—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Abilene	Taylor	26.6	60.28	.41	.020	7.4	44.11	23.19	16,288	89.23	.79	.030	19,127	N. A.	20,885	76.40	.65	.023	785	2,803	3.8
Amarillo	Potter-Randall	51.7		.81	.039	14.5	36.94	26.43	30,071		1.47	.056	47,515	7,319	38,544		1.19	.042	746	2,662	7.3
Austin	Travis	87.9	79.18	1.37	.067	22.5	41.68	28.00	45,105	97.13	2.20	.083	29,408	9,878	57,315	84.37	1.78	.063	652	2,545	8.1
Beaumont	Jefferson	59.1	40.64	.92	.045	16.2	33.24	22.69	34,274	55.36	1.67	.063	38,467	16,720	46,309	47.09	1.43	.051	784	2,859	7.8
Beeville	Bee	6.8	41.19	.11	.005	1.7	46.74	16.43	4,523	84.16	.22	.008	2,004	N. A.	4,240	47.49	.13	.005	625	2,428	.8
Big Spring	Howard	12.6	60.05	.20	.009	3.4	39.67	20.68	10,353	92.64	.51	.019	4,602	N. A.	9,213	56.03	.29	.010	731	2,699	2.4
Borger	Hutchinson	10.0	52.54	.16	.008	2.9	40.77	19.14	6,715	86.69	.33	.013	3,024	1,235	5,945	45.67	.18	.007	593	2,056	1.0
Breckenridge	Stephens	5.8	47.15	.09	.004	1.8	41.59	11.62	3,883	91.47	.19	.007	N. A.	N. A.	4,130	63.15	.13	.005	709	2,324	.6
Brenham	Washington	6.4	25.35	.10	.005	1.9	47.28	14.00	3,866	78.35	.19	.007	5,711	N. A.	4,206	52.20	.13	.005	654	2,200	.7
Brownsville	Cameron	22.1	26.54	.34	.017	5.2	47.19	12.35	6,544	32.44	.32	.012	6,384	1,308	10,231	35.16	.32	.011	463	1,955	1.7
Brownwood	Brown	13.4	51.68	.21	.010	3.9	46.02	15.92	7,787	92.57	.38	.014	5,996	N. A.	8,671	68.55	.27	.010	647	2,212	1.9
Bryan	Brazos	11.8	43.90	.18	.009	3.5	47.37	19.27	7,937	86.60	.39	.015	N. A.	912	7,998	58.79	.25	.009	675	2,314	1.2
Childress	Childress	6.5	53.21	.10	.005	1.9	41.18	13.32	4,041	91.88	.20	.007	N. A.	N. A.	4,125	55.92	.13	.005	638	2,198	.8
Cleburne	Johnson	10.6	34.75	.16	.008	3.2	49.35	13.02	5,113	69.50	.25	.010	1,851	426	7,100	56.62	.22	.008	672	2,213	1.2
Corpus Christi	Nueces	57.3	61.84	.89	.043	15.6	36.03	24.71	36,242	85.38	1.77	.067	62,164	18,356	45,426	72.77	1.41	.050	793	2,910	5.5
Corsicana	Navarro	15.2	29.69	.24	.011	4.5	41.16	14.16	7,910	73.90	.39	.015	5,747	N. A.	9,618	53.93	.30	.011	631	2,142	1.5
Dallas	Dallas	294.7	73.95	4.59	.224	84.1	34.91	25.63	198,050	92.43	9.66	.366	640,062	170,540	277,053	81.38	8.58	.304	940	3,295	40.2
Del Rio	Val Verde	13.3	86.35	.21	.010	3.1	51.46	11.37	4,333	95.65	.21	.008	N. A.	176	6,876	82.94	.21	.008	515	2,230	.9
Denison	Grayson	15.6	22.42	.24	.012	4.7	49.55	18.77	7,300	35.72	.36	.014	4,098	7,824	10,390	33.92	.32	.011	667	2,230	1.5
Denton	Denton	11.2	33.25	.17	.009	3.3	47.70	20.08	6,977	72.77	.34	.013	2,775	N. A.	6,706	45.30	.21	.007	599	2,045	1.2
El Paso	El Paso	96.8	73.86	1.51	.074	24.8	30.55	18.43	44,502	92.17	2.17	.082	70,650	N. A.	72,294	91.44	2.24	.079	747	2,911	6.9
Fort Worth	Tarrant	177.7	78.78	2.77	.135	51.6	40.55	21.78	106,185	93.93	5.18	.196	188,627	113,025	170,125	85.88	5.26	.187	958	3,296	23.3
Galveston	Galveston	60.9	74.98	.95	.046	16.5	31.22	24.75	28,227	81.19	1.38	.052	40,635	N. A.	49,367	88.44	1.53	.054	811	2,997	8.0
Greenville	Hunt	14.0	28.68	.22	.011	4.1	44.00	15.77	8,336	66.06	.41	.015	13,544	7,943	8,164	39.33	.25	.009	583	1,999	1.3
Harlingen	Cameron	13.3	15.99	.21	.010	3.6	37.78	17.06	8,357	41.43	.41	.016	8,058	2,069	7,251	24.92	.22	.008	545	2,041	1.0
Henderson	Rusk	6.4	12.62	.10	.005	2.0	41.14	18.15	7,295	59.76	.36	.013	2,174	N. A.	3,549	17.83	.11	.004	551	1,818	.4
Hillsboro	Hill	7.8	20.33	.12	.006	2.3	42.99	12.48	3,874	54.77	.19	.007	4,705	N. A.	4,364	37.18	.14	.005	560	1,905	.7
Houston	Harris	384.5	72.69	5.99	.292	107.5	33.81	30.13	221,108	90.91	10.78	.409	618,037	191,534	316,320	91.43	9.78	.347	823	2,942	50.7
Kilgore	Gregg-Rusk	6.7		.10	.005	2.0	47.00	21.45	8,244		.40	.015	4,353	N. A.	5,355		.17	.006	798	2,933	.6
Laredo	Webb	39.3	85.53	.61	.030	8.5	44.62	11.18	10,922	92.01	.53	.020	7,140	N. A.	15,893	83.41	.49	.017	405	1,865	2.7
Longview	Gregg	13.8	23.71	.21	.010	4.1	42.24	20.59	9,843	38.80	.48	.018	8,395	1,702	7,744	20.90	.24	.002	563	1,881	1.3
Lubbock	Lubbock	31.9	61.51	.50	.024	8.7	42.93	28.01	23,994	91.24	1.17	.044	45,057	9,022	15,372	39.36	.48	.017	483	1,772	4.8
Lufkin	Angelina	9.6	29.71	.15	.007	2.8	37.39	19.55	5,862	79.74	.29	.011	4,278	N. A.	4,864	45.27	.15	.005	508	1,735	.9
Marshall	Harrison	18.4	36.17	.29	.014	5.2	47.03	15.38	8,506	81.68	.41	.016	N. A.	5,127	9,081	54.35	.28	.010	493	1,755	1.6
McAllen	Hidalgo	11.9	11.20	.19	.009	2.9	46.67	16.57	7,110	31.86	.35	.013	4,336	1,504	4,958	15.15	.15	.006	417	1,700	1.0
Midland	Midland	9.4	79.79	.15	.007	2.7	44.84	28.45	6,485	96.15	.32	.012	3,407	N. A.	4,571	46.03	.14	.005	489	1,684	.8
Nacogdoches	Nacogdoches	7.5	21.30	.12	.006	2.2	39.56	19.56	5,774	76.21	.28	.011	3,261	N. A.	3,698	33.51	.11	.004	491	1,719	.7
Palestine	Anderson	12.1	32.74	.19	.009	3.5	44.68	16.65	5,924	79.87	.29	.011	2,078	N. A.	7,589	60.54	.23	.008	625	2,146	1.4
Pampa	Gray	12.9	53.93	.20	.010	3.8	38.77	22.45	9,710	83.88	.47	.018	6,506	1,403	9,499	48.91	.29	.011	737	2,493	2.3
Paris	Lamar	18.7	37.04	.29	.014	5.2	41.66	14.49	8,568	84.15	.42	.016	7,514	N. A.	8,090	46.78	.25	.009	433	1,541	1.7
Plainview	Hale	8.3	43.92	.13	.006	2.4	45.66	18.20	6,219	74.76	.30	.012	5,862	N. A.	3,746	30.09	.12	.004	453	1,587	.7
Port Arthur	Jefferson	46.1	31.75	.72	.035	12.4	42.81	22.47	23,267	37.58	1.14	.043	6,797	3,285	34,370	34.95	1.06	.038	745	2,772	5.5
San Angelo	Tom Green	25.8	65.65	.40	.020	7.2	47.38	19.71	17,520	95.74	.85	.032	23,752	N. A.	19,614	65.03	.61	.023	760	2,712	3.5
San Antonio	Bexar	253.9	75.07	3.96	.193	65.7	37.80	19.95	117,717	93.92	5.74	.218	162,500	58,109	190,797	88.47	5.91	.209	752	2,902	26.0
Sherman	Grayson	17.2	24.69	.27	.013	5.2	43.88	16.50	9,222	45.12	.45	.017	9,046	18,105	9,393	30.66	.29	.010	548	1,823	1.9
Sweetwater	Nolan	10.4	59.89	.16	.008	2.8	41.73	16.91	5,706	85.41	.28	.011	N. A.	N. A.	5,859	61.74	.18	.007	585	2,084	1.5
Taylor	Williamson	7.9	18.89	.12	.006	2.2	45.40	13.80	4,400	44.76	.21	.008	4,365	N. A.	4,455	28.90	.14	.005	566	1,981	.9
Temple	Bell	15.3	34.20	.24	.012	4.3	44.81	17.40	7,863	67.75	.38	.015	5,093	2,445	8,443	44.40	.26	.009	550	1,974	2.1
*Texarkana	Bowie																				
	Miller, Ark.	17.0		.27	.013	5.0	42.11	15.90	9,649		.47	.018	6,108	7,733	9,119		.28	.010	536	1,809	1.8
Tyler	Smith	28.3	40.93	.44	.021	8.0	40.50	22.79	18,946	84.58	.92	.035	22,631	7,500	20,607	56.01	.64	.023	729	2,564	3.2
Vernon	Wilbarger	9.3	45.31	.15	.007	2.7	38.79	15.13	6,224	86.89	.30	.012	3,071	N. A.	5,162	44.80	.17	.006	556	1,938	1.0
Victoria	Victoria	11.6	48.72	.18	.009	3.3	41.29	19.99	8,868	90.51	.43	.016	4,416	N. A.	6,878	48.09	.21	.008	595	2,088	1.1
Waco	McLennan	56.0	54.94	.87	.043	15.9	36.69	18.00	28,110	83.21	1.37	.052	41,088	12,915	40,833	72.25	1.27	.045	729	2,573	6.2
Wichita Falls	Wichita	45.1	61.29	.70	.034	13.1	43.85	22.73	26,704	79.10	1.30	.049	24,008	14,850	36,483	69.81	1.13	.040	809	2,794	6.1
TOTAL ABOVE	CITIES	2,244.4		34.98	1.704	619.5			1276,553		62.27	2.360			1708,888		52.91	1.875	761	2,758	263.7
STATE TOTAL		6,414.8			4.872	1678	42.76		2050,012			3.789			3229,996			3.545	504	1,924	573.0

*See also Texarkana, Ark.

For Texas County figures, see page 233.




Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 270.

Mountain States—County Data

MONTANA—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Beaverhead.....169	6.9	.005	1	2.3	2.3	.46	42.74	4,215	.008	281	100	76	6,075	.007	2,617	2,621	1.1	.007	140
Big Horn.....168	10.4	.008	2	2.5	2.1	1.10	47.69	3,345	.006	292	99	25	4,916	.005	1,954	2,133	1.0	.006	75
Blaine.....170	9.6	.007	2	2.4	2.1	1.08	62.67	4,197	.008	271	113	35	6,109	.007	2,501	2,731	1.0	.008	114
Broadwater.....169	3.4	.003	3	1.0	1.0	.27	52.09	1,359	.003	101	91	43	2,163	.002	2,258	2,260	.2	.002	67
Carbon.....168	11.9	.009	6	3.3	3.3	1.07	53.83	3,082	.006	206	117	29	5,052	.006	1,530	1,531	1.1	.006	67
Carter.....168	3.3	.002	1	.9	.9	.64	68.24	462	.001	90	108	16	682	.001	749	749	N. A.	.001	50
Cascade.....170	42.0	.032	16	12.4	12.3	1.40	42.73	26,253	.049	1,589	108	101	34,907	.038	2,806	2,824	9.0	.042	131
Chouteau.....170	7.3	.006	2	2.1	2.1	1.38	58.93	2,193	.004	197	119	39	3,833	.004	1,807	1,830	.7	.004	67
Custer.....168	10.4	.008	3	3.0	2.9	.50	46.18	5,315	.010	396	120	66	7,490	.008	2,532	2,546	1.5	.009	113
Daniels.....170	4.6	.003	3	1.2	1.2	.80	58.02	1,552	.003	134	109	24	2,725	.003	2,325	2,327	.4	.003	100
Dawson.....168	8.6	.007	4	2.3	2.3	.83	49.05	3,473	.006	290	129	52	5,700	.006	2,517	2,521	1.3	.006	88
Deer Lodge.....169	13.6	.010	19	4.1	4.0	.18	48.06	6,254	.012	484	121	124	9,358	.010	2,304	2,316	1.6	.011	110
Fallon.....168	3.7	.003	2	.9	.9	.51	51.94	1,221	.002	128	117	21	2,073	.002	2,229	2,229	.4	.002	67
Fergus.....170	14.0	.011	3	4.0	4.0	1.49	49.76	6,009	.011	439	113	51	10,844	.012	2,686	2,704	1.9	.012	109
Flathead.....178	24.3	.018	5	7.1	7.1	1.70	60.24	11,380	.021	614	120	48	16,344	.018	2,298	2,307	2.4	.019	108
Gallatin.....169	18.3	.014	7	5.3	5.2	1.24	48.81	10,790	.020	667	109	68	15,950	.018	3,039	3,043	2.8	.019	136
Garfield.....168	2.6	.002	1	.8	.8	.59	69.13	408	.001	38	106	14	608	.001	802	802	N. A.	.001	50
Glacier.....170	9.0	.007	3	2.4	1.9	.50	51.63	4,550	.008	414	125	59	6,618	.007	2,774	3,339	.8	.008	114
Golden Valley.....168	1.6	.001	1	.5	.5	.27	62.63	233	.001	26	81	14	362	.001	782	782	N. A.	.001	50
Granite.....169	3.4	.003	2	1.1	1.1	.20	47.24	1,499	.003	130	131	66	2,396	.003	2,096	2,098	.5	.003	100
Hill.....170	13.3	.010	5	3.6	3.4	1.25	53.97	6,926	.013	372	105	68	10,657	.012	2,997	3,085	2.2	.012	120
Jefferson.....169	4.7	.004	3	1.2	1.2	.33	53.68	1,415	.003	125	117	49	2,171	.002	1,774	1,778	.3	.003	75
Judith Basin.....170	3.7	.003	2	1.0	1.0	.60	51.22	1,072	.002	103	75	27	1,846	.002	1,797	1,797	.3	.002	67
Lake.....176	13.5	.010	9	3.6	3.3	1.67	63.41	3,841	.007	228	119	15	5,507	.006	1,513	1,603	1.1	.006	60
Lewis and Clark.....169	22.1	.017	6	6.7	6.6	.53	44.36	13,773	.025	1,119	122	127	18,468	.020	2,738	2,763	3.6	.023	135
Liberty.....170	2.2	.002	2	.6	.6	.42	68.47	732	.001	69	119	27	1,014	.001	1,567	1,570	N. A.	.001	50
Lincoln.....176	7.9	.006	2	2.4	2.3	.53	60.55	2,261	.004	172	108	40	3,752	.004	1,599	1,602	.7	.004	67
McCone.....168	3.8	.003	1	1.0	1.0	.75	65.64	557	.001	98	156	15	870	.001	867	867	N. A.	.001	33
Madison.....169	7.3	.005	2	2.1	2.1	.66	51.17	1,910	.004	201	107	44	3,249	.004	1,521	1,525	.6	.004	80
Meagher.....169	2.2	.002	1	.7	.7	.23	60.39	991	.002	94	104	63	1,585	.002	2,405	2,412	.2	.002	100
Mineral.....169	2.1	.002	2	.7	.7	.11	55.57	539	.001	43	116	58	976	.001	1,343	1,346	.3	.001	50
Missoula.....169	29.0	.022	11	8.3	8.2	.78	54.51	17,958	.033	1,178	122	86	24,370	.027	2,938	2,953	4.3	.030	136
Musselshell.....168	5.7	.004	3	1.7	1.7	.31	57.90	2,204	.004	129	80	46	3,374	.004	2,012	2,013	.7	.004	100
Park.....169	11.6	.009	4	3.5	3.4	.62	49.86	5,577	.010	393	121	69	8,082	.009	2,340	2,343	1.9	.009	100
Petroleum.....170	1.1	.001	1	.3	.3	.18	54.95	256	.001	20	95	22	424	.001	1,273	1,273	.1	.001	50
Phillips.....170	7.9	.006	2	2.3	2.2	1.05	56.68	2,828	.005	238	107	36	4,687	.005	2,034	2,082	1.0	.005	63
Pondera.....170	6.7	.005	4	1.8	1.7	.88	55.80	2,938	.005	209	123	44	4,627	.005	2,579	2,662	.8	.005	100
Powder River.....168	3.2	.002	1	.9	.9	.69	67.97	500	.001	85	144	16	768	.001	831	831	N. A.	.001	50
Powell.....169	6.2	.005	3	1.9	1.8	.31	47.03	2,484	.005	238	114	60	3,997	.004	2,158	2,165	.7	.005	100
Prairie.....168	2.4	.002	1	.6	.6	.26	63.83	728	.001	47	104	26	1,029	.001	1,590	1,590	.2	.001	50
Ravalli.....169	13.0	.010	5	3.7	3.7	1.50	58.97	4,083	.008	259	102	27	6,361	.007	1,708	1,713	1.2	.007	70
Richland.....96	10.2	.008	5	2.6	2.6	1.22	55.89	3,725	.007	324	136	28	6,046	.007	2,303	2,308	1.2	.007	88
Roosevelt.....170	9.8	.007	4	2.5	2.0	1.04	61.54	4,562	.009	284	100	30	7,264	.008	2,950	3,312	.9	.008	114
Rosebud.....168	6.5	.005	1	1.7	1.5	.69	57.48	2,221	.004	193	102	39	3,631	.004	2,081	2,262	.8	.004	66
Sanders.....176	6.9	.005	3	2.1	1.9	.85	60.29	1,694	.003	108	108	22	2,878	.003	1,394	1,435	.7	.003	60
Sheridan.....96	7.8	.006	5	2.0	2.0	1.24	57.63	1,889	.003	270	120	19	3,719	.004	1,849	1,854	.8	.004	67
Silver Bow.....169	53.2	.040	74	16.6	16.4	.20	46.31	31,869	.059	2,000	115	121	45,696	.050	2,754	2,770	8.5	.053	133
Stillwater.....168	5.7	.004	3	1.6	1.6	.80	55.03	1,791	.003	116	84	26	2,735	.003	1,718	1,721	.6	.003	75
Sweet Grass.....168	3.7	.003	2	1.1	1.1	.46	54.91	1,298	.002	70	76	32	2,028	.002	1,829	1,830	.4	.002	67
Teton.....170	6.9	.005	3	2.0	2.0	1.08	62.83	2,471	.005	226	134	38	4,198	.005	2,103	2,108	.9	.005	100
Toole.....170	6.8	.005	3	2.0	2.0	.57	56.28	3,462	.006	327	117	67	5,411	.006	2,743	2,754	1.0	.006	120
Treasure.....168	1.5	.001	2	.4	.4	.20	47.59	437	.001	28	97	45	709	.001	1,795	1,795	N. A.	.001	100
Valley.....170	15.2	.012	3	4.1	4.0	1.30	55.54	7,312	.014	419	106	75	10,439	.011	2,549	2,583	2.0	.012	100
Wheatland.....170	3.3	.002	2	.9	.9	.23	50.38	1,586	.003	118	104	61	2,511	.003	2,756	2,768	.3	.003	160
Wibaux.....168	2.2	.002	2	.6	.6	.37	51.24	415	.001	44	129	15	648	.001	1,149	1,149	.2	.001	50

Before using these figures, see explanation page 9.

MONTANA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fam- ilies Est'd (in thous- ands)	White Fam- ilies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occupied Homes	Dollars (in thous- ands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thous- ands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Yellowstone.....168	41.2	.031	16	11.5	11.4	1.70	44.52	23,924	.044	1,626	100	73	30,066	.033	2,605	2,619	6.4	.038	123
Yellowstone National Park (pt.)..	See Wyoming																		
STATE TOTAL.....	559.4	.425	4	159.9	155.8	41.82	51.97	259,999	.481	18,358	113	65	379,998	.417	2,376	2,411	72.6	.445	105

For Montana City figures, see page 252.

ID A H O—County Data

Ada.....177	50.4	.038	44	14.4	14.4	2.69	56.38	29,487	.055	2,036	125	63	35,494	.039	2,461	2,467	8.5	.046	121
Adams.....177	3.4	.003	3	1.0	1.0	.41	62.31	732	.001	14	44	14	974	.001	1,003	1,003	N. A.	.001	33
Bannock.....171	34.8	.026	19	8.9	8.6	1.72	56.15	16,832	.031	1,024	113	50	22,904	.025	2,576	2,619	5.1	.027	104
Bear Lake.....171	7.9	.006	8	2.0	2.0	.71	69.86	2,547	.005	211	114	18	3,846	.004	1,961	1,963	.9	.005	83
Benewah.....176	7.3	.006	9	2.1	2.0	.64	62.05	1,826	.003	118	120	25	2,664	.003	1,267	1,293	.7	.003	50
Bingham.....171	21.0	.016	10	5.0	4.7	2.22	57.88	5,631	.010	349	90	13	7,362	.008	1,483	1,522	2.2	.009	56
Blaine.....177	5.3	.004	2	1.5	1.5	.32	55.33	2,599	.005	187	92	36	3,449	.004	2,341	2,346	.5	.004	100
Boise.....177	2.3	.002	1	.7	.7	.19	59.89	464	.001	7	33	16	617	.001	819	820	N. A.	.001	50
Bonner.....176	15.7	.012	9	4.6	4.6	1.55	65.09	4,172	.008	317	140	18	5,635	.006	1,223	1,225	1.5	.007	58
Bonneville.....171	25.7	.020	14	6.5	6.4	1.67	53.41	14,061	.026	1,110	145	29	17,716	.019	2,739	2,759	3.7	.023	115
Boundary.....176	6.0	.005	5	1.7	1.6	.77	63.85	1,993	.004	139	158	26	3,136	.003	1,893	1,909	.5	.003	60
Butte.....171	1.9	.002	1	.5	.5	.26	65.87	468	.001	43	126	13	684	.001	1,357	1,360	.2	.001	50
Camas.....177	1.4	.001	1	.4	.4	.19	62.87	354	.001	1	3	20	529	.001	1,434	1,434	N. A.	.001	100
Canyon.....177	41.0	.031	71	11.2	11.2	3.63	57.14	16,134	.030	1,266	124	24	20,996	.023	1,870	1,875	5.7	.027	87
Caribou.....171	2.3	.002	2	.6	.6	.25	51.90	964	.002	33	72	28	1,401	.002	2,224	2,224	.3	.002	100
Cassia.....171	14.4	.011	6	3.5	3.5	1.30	60.89	5,355	.010	282	104	22	7,262	.008	2,082	2,083	1.7	.009	82
Clark.....171	1.0	.001	1	.3	.3	.11	57.61	227	.001	16	89	19	357	.001	1,293	1,298	N. A.	.001	50
Clearwater.....176	8.2	.006	3	2.2	2.2	.53	56.65	2,520	.005	185	135	27	3,664	.004	1,626	1,634	.8	.004	67
Custer.....171	3.5	.003	1	1.0	1.0	.36	61.41	1,048	.002	63	83	17	1,609	.002	1,596	1,599	.3	.002	67
Elmore.....177	5.5	.004	2	1.5	1.5	.48	57.91	2,069	.004	115	114	33	2,909	.003	1,878	1,884	.5	.003	75
Franklin.....171	10.2	.008	19	2.4	2.3	1.00	69.41	3,051	.006	219	95	9	4,132	.005	1,753	1,757	.8	.005	63
Fremont.....171	10.3	.010	6	2.4	2.4	.97	63.17	2,836	.005	153	77	10	4,173	.005	1,717	1,719	.9	.005	50
Gem.....177	9.5	.007	17	2.6	2.6	.90	63.94	3,375	.006	263	99	21	4,491	.005	1,727	1,727	1.1	.006	86
Gooding.....177	9.3	.007	13	2.4	2.4	1.01	53.53	3,186	.006	297	126	18	4,177	.005	1,704	1,710	1.0	.006	86
Idaho.....176	12.7	.010	2	3.5	3.5	1.46	63.00	3,820	.007	156	79	24	4,938	.005	1,394	1,408	1.4	.006	60
Jefferson.....171	10.8	.008	10	2.5	2.5	1.30	62.61	2,205	.004	94	60	7	3,281	.003	1,301	1,304	.9	.003	38
Jerome.....171	9.9	.008	17	2.5	2.5	.97	57.34	3,368	.006	361	109	18	4,272	.005	1,678	1,684	1.3	.006	75
Kootenai.....176	22.3	.017	18	6.7	6.7	1.73	65.08	6,982	.013	566	149	30	9,371	.010	1,394	1,398	2.3	.012	71
Latah.....176	18.8	.014	17	5.4	5.3	1.78	55.65	7,331	.014	458	117	40	10,297	.011	1,923	1,925	2.5	.012	86
Lemhi.....171	6.5	.005	1	1.9	1.9	.53	61.32	2,513	.004	153	93	21	3,393	.004	1,795	1,801	.7	.004	80
Lewis.....176	4.7	.004	10	1.3	1.3	.55	59.14	1,552	.003	56	50	32	2,330	.002	1,790	1,810	.5	.002	50
Lincoln.....171	4.2	.003	4	1.1	1.1	.44	51.80	1,179	.002	86	113	28	1,796	.002	1,580	1,585	.5	.002	67
Madison.....171	9.2	.007	19	2.1	2.1	1.01	63.20	2,896	.005	197	104	13	4,442	.005	2,117	2,137	.8	.005	71
Minidoka.....171	9.9	.007	13	2.6	2.6	1.05	62.08	3,089	.006	211	97	18	4,235	.004	1,652	1,654	.9	.005	71
Noz Perce.....176	18.9	.014	22	5.6	5.5	1.28	52.10	11,478	.021	906	141	47	15,122	.017	2,691	2,737	3.1	.019	136
Oneida.....171	5.4	.004	5	1.3	1.3	.64	65.21	1,462	.003	117	131	13	2,101	.002	1,635	1,635	.4	.003	75
Owyhee.....177	5.7	.004	1	1.5	1.5	.87	65.20	1,085	.002	6	9	12	1,478	.002	969	990	N. A.	.002	50
Payette.....177	9.5	.007	24	2.7	2.7	.92	57.24	3,397	.006	208	108	19	4,568	.005	1,700	1,701	1.2	.005	71
Power.....171	4.0	.003	3	1.0	1.0	.51	60.02	1,338	.002	93	88	22	1,934	.002	1,872	1,919	.6	.002	67
Shoshone.....176	21.2	.016	8	6.1	6.1	.19	47.03	10,372	.019	837	126	89	14,554	.016	2,397	2,398	2.9	.017	106
Teton.....171	3.6	.003	8	.8	.8	.49	66.59	644	.001	67	88	8	963	.001	1,179	1,179	.2	.001	33
Twin Falls.....171	36.4	.024	19	10.0	9.9	2.72	50.04	17,674	.033	1,359	118	33	22,905	.025	2,295	2,300	5.4	.029	121
Valley.....177	4.0	.003	1	1.2	1.2	.36	56.71	1,828	.003	109	103	35	2,536	.003	2,182	2,186	.5	.003	100
Washington.....177	8.9	.007	6	2.5	2.4	.98	59.74	3,857	.007	234	119	22	5,301	.006	2,160	2,165	1.0	.006	86
STATE TOTAL.....	524.9	.399	6	141.7	140.3	43.66	57.91	210,001	.388	14,722	116	33	279,998	.307	1,976	1,987	64.0	.344	86




For Idaho City figures, see page 252.

Before using these figures, see explanation page 9.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 9 and following pages.

COLORADO—County Data




The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thou- sands)	% of U.S.A.	Den- sity per sq. mi.	Fam- ilies Est'd (in thou- sands)	White Fam- ilies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fam- ilies	Nati- onal Buy- ing Power, %	Buy- ing Power In- dex
Adams.....172	22.5	.017	18	5.6	5.5	1.73	50.96	4,472	.008	287	139	11	7,286	.008	1,301	1,319	2.7	.008	47	
Alamosa.....172	10.5	.008	15	2.7	2.7	.61	49.73	5,464	.010	251	106	43	7,543	.008	2,762	2,773	1.4	.009	113	
Arapahoe.....172	32.1	.025	39	9.0	8.9	1.08	60.28	9,072	.017	785	124	24	12,726	.014	1,418	1,425	4.9	.016	64	
Archuleta.....172	3.8	.003	3	1.0	1.0	.35	50.05	765	.001	42	117	9	1,142	.001	1,179	1,179	.2	.001	33	
Baca.....172	6.2	.005	2	1.7	1.7	.91	47.45	1,748	.003	140	114	10	2,836	.003	1,661	1,664	.7	.003	60	
Bent.....172	9.7	.007	6	2.4	2.4	.69	40.92	2,014	.004	248	173	28	3,314	.004	1,368	1,382	.9	.004	57	
Boulder.....172	37.4	.028	50	11.3	11.2	1.35	49.72	15,247	.028	978	99	42	24,064	.026	2,124	2,133	5.2	.027	96	
Chaffee.....172	8.1	.006	8	2.4	2.4	.29	52.54	3,569	.007	141	94	45	5,233	.006	2,182	2,189	.9	.006	100	
Cheyenne.....172	3.0	.002	2	.8	.8	.50	45.76	729	.001	86	141	14	1,255	.001	1,519	1,519	.3	.001	50	
Clear Creek.....172	3.8	.003	10	1.2	1.2	.05	41.98	1,599	.003	104	89	40	2,370	.003	2,022	2,024	.3	.003	100	
Conejos.....172	11.6	.009	9	2.6	2.5	1.05	61.58	1,797	.003	122	104	7	2,676	.003	1,047	1,051	N. A.	.003	33	
Costilla.....172	7.5	.006	6	1.8	1.6	.52	65.69	686	.001	61	130	3	979	.001	599	607	N. A.	.001	17	
Crowley.....172	5.4	.004	7	1.4	1.4	.53	37.30	1,283	.002	85	93	12	2,073	.002	1,475	1,483	.5	.002	50	
Custer.....172	2.3	.002	3	.7	.7	.31	58.20	383	.001	25	71	19	569	.001	840	842	.1	.001	50	
Delta.....172	16.5	.013	14	4.5	4.5	1.70	55.00	4,654	.009	247	134	18	7,266	.008	1,611	1,612	1.6	.008	62	
Denver (Denver).....172	322.4	.245	5,559	96.8	93.9	.16	38.42	206,128	.381	13,855	124	92	265,136	.291	2,740	2,786	52.4	.331	135	
Dolores.....172	2.0	.001	2	.5	.5	.24	60.41	269	.001	37	93	14	385	.001	722	722	.1	.001	17	
Douglas.....172	3.5	.003	4	1.0	1.0	.42	46.85	1,268	.002	114	137	26	2,132	.002	2,064	2,068	.3	.002	67	
Eagle.....172	5.4	.004	3	1.5	1.5	.33	47.36	1,501	.003	114	100	44	2,296	.003	1,536	1,537	.6	.003	75	
Elbert.....172	5.5	.004	3	1.5	1.5	.99	52.50	1,125	.002	82	152	7	1,934	.002	1,258	1,259	.6	.002	50	
El Paso.....172	54.0	.041	25	16.5	16.1	1.31	49.55	27,657	.051	1,293	111	58	40,596	.045	2,456	2,493	8.1	.046	112	
Fremont.....172	19.7	.015	13	5.2	5.2	.99	51.89	5,702	.011	287	84	24	8,009	.009	1,527	1,533	2.0	.010	67	
Garfield.....172	10.6	.008	4	3.1	3.1	.98	52.14	3,751	.007	200	110	30	5,324	.006	1,738	1,740	1.5	.006	75	
Gilpin.....172	1.6	.001	11	.6	.6	.05	49.14	377	.001	35	152	25	632	.001	1,090	1,090	.1	.001	100	
Grand.....172	3.6	.003	2	1.0	1.0	.25	54.64	1,733	.003	120	136	32	2,352	.003	2,299	2,301	.3	.003	100	
Gunnison.....172	6.2	.005	2	1.8	1.8	.36	45.89	2,158	.004	163	105	57	3,558	.004	2,018	2,024	.9	.004	80	
Hinsdale.....172	.3	.001	.1	.1	.1	.03	66.94	50	.001	4	57	6	75	.001	605	610	N. A.	.001	17	
Huerfano.....172	16.1	.012	10	4.1	4.0	.70	46.16	4,159	.008	163	101	20	6,618	.007	1,628	1,645	1.4	.007	58	
Jackson.....172	1.8	.001	1	.5	.5	.26	52.57	589	.001	50	70	27	967	.001	1,842	1,842	N. A.	.001	100	
Jefferson.....172	30.7	.023	39	8.8	8.7	1.76	60.07	7,268	.013	731	116	31	11,104	.012	1,267	1,270	5.2	.013	57	
Kiowa.....172	2.8	.002	2	.8	.8	.45	52.99	576	.001	61	113	12	873	.001	1,066	1,066	.2	.001	50	
Kit Carson.....172	7.5	.006	4	2.0	2.0	1.15	43.67	1,959	.004	121	138	14	3,183	.003	1,592	1,592	.9	.003	50	
Lake.....172	6.9	.005	18	2.0	2.0	.03	56.17	3,437	.006	285	109	82	4,898	.005	2,448	2,448	.5	.006	120	
La Plata.....172	15.5	.012	9	4.1	4.0	1.05	53.45	5,721	.011	267	104	31	7,514	.008	1,827	1,855	2.0	.009	75	
Larimer.....172	35.5	.027	14	10.3	10.3	1.82	48.76	15,052	.028	960	118	36	21,218	.023	2,055	2,056	5.6	.025	93	
Las Animas.....172	32.4	.025	7	8.2	8.1	1.28	45.45	8,673	.016	451	103	26	12,070	.013	1,468	1,479	2.4	.014	56	
Lincoln.....172	5.9	.004	2	1.7	1.7	.83	47.89	1,910	.004	167	128	18	2,928	.003	1,768	1,769	.7	.004	100	
Logan.....172	18.4	.014	10	4.7	4.6	1.57	41.80	6,637	.012	447	123	26	10,043	.011	2,154	2,158	2.3	.011	79	
Mesa.....172	33.8	.026	10	9.2	9.1	2.65	57.78	13,737	.025	699	104	37	19,376	.021	2,116	2,122	4.5	.022	85	
Mineral.....172	1.0	.001	1	.3	.3	.05	41.84	340	.001	32	100	38	476	.001	1,619	1,619	N. A.	.001	100	
Moffat.....172	5.1	.004	1	1.6	1.6	.53	53.21	1,886	.003	159	129	33	2,741	.003	1,762	1,763	.8	.003	75	
Montezuma.....172	10.5	.008	5	2.7	2.5	1.04	55.02	2,627	.005	148	93	15	3,786	.004	1,413	1,455	.9	.004	50	
Montrose.....172	15.4	.012	7	4.1	4.1	1.43	52.89	5,169	.010	288	121	24	7,248	.008	1,776	1,780	1.9	.009	75	
Morgan.....172	17.2	.013	13	4.5	4.5	1.35	41.86	6,188	.011	437	145	25	8,502	.009	1,902	1,904	2.3	.010	77	
Otero.....172	23.6	.018	19	6.4	6.3	1.19	44.55	8,079	.015	472	115	34	14,244	.016	2,210	2,232	2.4	.015	83	
Ouray.....172	2.1	.002	4	.6	.6	.15	53.60	649	.001	38	136	43	1,026	.001	1,642	1,642	.2	.001	50	
Park.....172	3.3	.002	2	1.1	1.1	.31	48.63	1,034	.002	118	110	50	1,767	.002	1,669	1,670	N. A.	.002	100	
Phillips.....172	4.9	.004	7	1.4	1.4	.63	43.01	1,622	.003	138	155	14	2,442	.003	1,751	1,751	.7	.003	75	
Pitkin.....172	1.8	.001	2	.6	.6	.17	71.88	265	.001	22	147	20	440	.001	773	775	N. A.	.001	100	
Prowers.....172	12.3	.009	8	3.3	3.3	1.02	38.71	4,030	.007	313	113	26	5,767	.006	1,748	1,755	1.3	.007	78	
Pueblo (Pueblo).....172	68.9	.052	29	18.2	17.8	1.19	52.87	27,977	.052	2,316	133	52	37,562	.041	2,060	2,091	8.5	.045	87	
Rio Blanco.....172	2.9	.002	1	.8	.8	.34	55.35	1,004	.002	75	91	27	1,525	.002	1,792	1,796	.3	.002	100	
Rio Grande.....172	12.4	.009	14	3.1	3.1	.67	44.69	4,620	.009	257	116	34	6,492	.007	2,071	2,073	1.2	.008	89	
Routt.....172	10.5	.008	5	3.0	2.9	.83	43.26	3,543	.007	208	93	25	5,038	.006	1,664	1,688	1.2	.006	75	
Saguache.....172	6.2	.005	2	1.5	1.5	.50	49.29	1,240	.002	95	96	27	1,845	.002	1,186	1,186	.6	.002	40	
San Juan.....172	1.4	.001	4	.4	.4	.04	47.58	531	.001	35	83	73	905	.001	2,303	2,303	.1	.001	100	
San Miguel.....172	3.7	.003	3	1.0	1.0	.18	52.82	859	.002	52	64	23	1,456	.002	1,416	1,418	.3	.002	67	
Sedgwick.....172	5.3	.004	10	1.4	1.4	.50	35.81	1,851	.003	139	125	23	2,729	.003	1,970	1,983	.7	.003	75	
Summit.....172	1.7	.001	3	.7	.7	.06	40.09	403	.001	31	79	35	573	.001	860	860	.2	.001	100	
Teller.....172	6.5	.005	12	2.0	2.0	.25	57.09	2,210	.004	154	94	46	3,538	.004	1,761	1,763	.7	.004	80	

Before using these figures, see explanation page 9.

COLORADO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	Nati- onal Buy- ing Power, %
Washington.....172	8.3	.006	3	2.2	2.2	1.44	47.32	1,359	.002	96	148	9	2,248	.003	1,022	1,024	.8	.003	50
Weld.....172	63.7	.049	16	16.9	16.7	4.51	39.76	19,343	.036	1,292	109	26	27,904	.031	1,655	1,665	8.5	.033	67
Yuma.....172	12.1	.009	5	3.3	3.3	1.77	49.71	3,245	.006	254	145	13	5,187	.006	1,593	1,593	1.4	.006	67
STATE TOTAL.....	1,123.3	.853	11	316.0	310.7	51.44	46.35	475,001	.878	31,477	118	49	659,994	.724	2,089	2,108	147.0	.789	92

For Colorado City figures, see page 252.

WYOMING—County Data

Albany.....	172	13.9	.011	3	4.1	4.1	.46	49.24	8,221	.015	658	137	79	11,362	.013	2,745	2,771	2.6	.014	127
Big Horn.....	172	12.9	.009	4	3.3	3.3	1.05	57.91	4,912	.011	332	116	29	6,656	.007	2,013	2,013	1.4	.009	100
Campbell.....	172	6.0	.005	1	1.8	1.8	.85	56.04	2,251	.004	178	139	29	3,329	.004	1,855	1,858	.9	.004	80
Carbon.....	172	12.6	.010	2	3.8	3.7	.52	41.14	7,367	.014	540	126	79	10,439	.012	2,773	2,798	1.0	.013	130
Converse.....	172	6.6	.005	2	1.9	1.9	.52	51.21	3,071	.005	193	113	39	4,445	.005	2,292	2,297	.8	.005	100
Crook.....	172	5.5	.004	2	1.5	1.5	.81	57.50	1,162	.002	129	106	21	1,778	.002	1,201	1,202	.4	.002	50
Fremont.....	172	16.1	.012	2	4.4	3.9	1.54	56.78	6,347	.012	459	129	27	8,739	.010	2,005	2,142	1.7	.010	83
Goshen.....	172	12.2	.009	6	3.1	3.1	1.33	49.37	4,032	.007	371	165	19	5,745	.006	1,853	1,855	1.4	.007	78
Hot Springs.....	172	4.6	.003	2	1.4	1.4	.25	42.63	1,978	.003	126	102	35	2,966	.003	2,083	2,092	.6	.003	100
Johnson.....	172	5.0	.004	1	1.5	1.5	.51	54.82	2,045	.004	105	105	39	3,027	.003	1,997	2,002	.9	.003	75
Laramie.....	172	33.7	.026	12	8.2	8.0	.90	48.09	18,508	.034	1,837	158	77	24,389	.027	2,982	3,014	5.2	.032	122
Lincoln.....	171	10.3	.008	3	2.6	2.5	.81	57.33	3,738	.007	278	124	38	5,452	.006	2,136	2,153	.8	.007	88
Natrona.....	172	23.9	.018	5	7.4	7.3	.36	46.14	15,651	.029	1,140	134	85	20,164	.022	2,738	2,763	3.3	.025	139
Niobrara.....	172	6.0	.005	2	1.7	1.7	.53	52.85	2,837	.005	285	97	33	3,910	.004	2,273	2,276	.6	.004	80
Park.....	168	11.0	.008	2	3.1	3.1	.92	50.18	5,856	.011	506	131	44	7,942	.009	2,573	2,576	1.7	.010	125
Platte.....	172	8.0	.006	4	2.2	2.2	.78	45.21	3,463	.005	269	115	29	4,945	.005	2,216	2,216	1.2	.005	83
Sheridan.....	172	19.2	.015	8	5.4	5.4	1.02	48.55	10,652	.020	515	108	56	14,820	.016	2,731	2,743	2.6	.017	113
Sublette.....	172	2.8	.002	1	.8	.8	.31	56.37	1,034	.002	95	101	45	1,560	.002	1,912	1,916	N. A.	.002	100
Sweetwater.....	172	19.4	.015	2	5.6	5.5	.26	29.64	10,628	.020	749	134	90	14,040	.016	2,515	2,545	2.0	.018	120
Teton.....	172	2.5	.002	1	.7	.7	.20	52.73	1,405	.003	120	133	50	1,989	.002	2,782	2,782	.3	.003	150
Uinta.....	171	7.2	.005	4	1.8	1.8	.40	61.47	3,533	.007	261	107	50	4,859	.005	2,686	2,693	.8	.006	120
Washakie.....	172	5.9	.004	3	1.5	1.4	.31	44.56	3,060	.005	231	113	36	4,059	.004	2,813	2,834	.8	.005	125
Weston.....	172	5.0	.004	2	1.4	1.4	.39	56.79	2,163	.004	170	91	31	3,217	.004	2,264	2,267	.5	.004	100
*Yellowstone National Park.....	172	.5			.2	.2		1.38	1,096	.002	33	92		166		761	765	N. A.	.001	
STATE TOTAL.....		250.8	.190	3	69.4	68.2	15.02	48.64	125,010	.231	9,580	128	56	169,998	.187	2,450	2,474	31.5	.209	110

*Includes part located in Montana.

For Wyoming City figures, see page 253.

NEW MEXICO—County Data

Bernalillo.....	173	69.4	.053	60	18.1	17.4	1.65	56.83	32,430	.060	2,138	143	58	38,536	.042	2,132	2,178	10.0	.050	94
Catron.....	174	4.9	.004	1	1.3	1.3	.64	63.44	463	.001	61	111	13	673	.001	513	514	N. A.	.001	26
Chaves.....	174	24.0	.018	4	6.1	5.9	.98	47.35	10,947	.020	722	120	46	14,248	.016	2,339	2,374	3.0	.018	100
Colfax.....	172	18.7	.014	5	4.6	4.6	.66	43.01	6,317	.012	385	119	43	8,092	.009	1,746	1,757	1.6	.010	71
Curry.....	173	18.2	.014	13	4.8	4.7	1.19	49.16	10,720	.020	614	105	45	13,531	.015	2,814	2,855	2.4	.017	121
De Baca.....	173	3.7	.003	2	.9	.9	.35	62.96	957	.002	100	135	5	1,004	.001	1,075	1,076	N. A.	.002	67
Dona Ana.....	174	30.4	.023	8	7.3	7.0	1.57	43.76	6,628	.012	671	146	27	8,614	.009	1,185	1,204	N. A.	.010	43
Eddy.....	174	24.3	.019	6	6.1	5.9	.85	41.81	10,376	.019	1,102	129	45	12,197	.013	2,013	2,041	2.7	.016	84
Grant.....	174	20.1	.015	5	4.9	4.8	.62	42.80	6,278	.012	491	119	45	8,096	.009	1,656	1,665	1.8	.014	93
Guadalupe.....	173	8.6	.007	3	1.9	1.9	.48	62.95	1,880	.004	95	102	17	2,616	.003	1,371	1,372	N. A.	.003	43
Harding.....	172	4.4	.003	2	1.1	1.1	.47	56.48	858	.002	64	91	11	1,024	.001	969	971	N. A.	.002	67
Hidalgo.....	174	4.8	.004	1	1.2	1.2	.23	49.44	2,157	.004	108	138	49	2,727	.003	2,189	2,199	N. A.	.003	75
Lea.....	174	21.2	.016	5	6.2	5.9	.55	49.25	10,647	.020	879	80	60	13,496	.015	2,191	2,247	3.6	.017	106
Lincoln.....	174	8.6	.006	2	2.1	2.1	.64	55.12	1,809	.003	116	97	25	2,526	.003	1,192	1,193	N. A.	.003	50
Luna.....	174	6.5	.005	2	1.7	1.7	.31	51.63	2,846	.005	155	142	41	3,641	.004	2,158	2,172	.5	.004	80
McKinley.....	173	23.6	.018	4	5.3	2.8	2.00	63.37	8,383	.015	543	137	37	10,541	.012	1,982	2,707	1.5	.013	72
Mora.....	173	11.0	.008	6	2.4	2.4	1.22	75.45	760	.001	40	105	5	1,099	.001	458	458	N. A.	.001	13
Otero.....	174	10.5	.008	2	2.6	2.4	.66	56.10	2,938	.005	243	123	27	3,953	.004	1,498	1,583	.8	.005	63
Quay.....	173	12.1	.009	4	3.2	3.2	1.00	53.89	4,486	.008	371	128	32	6,030	.007	1,877	1,886	1.3	.008	89
Rio Arriba.....	172	25.4	.019	4	5.5	5.1	2.62	76.96	2,233	.004	165	135	5	3,144	.003	572	594	N. A.	.004	21

Before using these figures, see explanation page 9.

Key 550 KC.

SELL ARIZONA

CBS PHOENIX

"That Explains the Coverage"

KEY STATION OF
THE ARIZONA NETWORK:

KOY Phoenix, KTUC Tucson, KSUN Bisbee-Douglas

Affiliated with Station WLS Chicago



NEW MEXICO—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS	
	Total (in thous- ands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Pow- er In- dex
Roosevelt.....173	14.5	.011	6	3.6	3.6	1.80	56.01	3,853	.007	381	142	20	4,794	.005	1,321	1,322	1.7	.006	55
Sandoval.....173	13.9	.011	4	3.1	2.3	1.71	75.02	1,106	.002	68	219	7	1,636	.002	531	622	N. A.	.002	18
San Juan.....172	17.1	.013	3	3.8	2.1	2.38	74.51	2,645	.005	144	105	12	3,579	.004	954	1,272	1.5	.004	31
San Miguel.....173	27.9	.021	6	6.3	6.3	1.48	66.00	5,524	.010	327	131	20	7,344	.008	1,160	1,162	1.8	.009	43
Santa Fe.....173	30.8	.024	16	7.3	7.1	.97	53.72	11,045	.020	794	133	50	14,439	.016	1,981	2,014	2.8	.018	75
Sierra.....174	7.0	.005	2	1.9	1.9	.40	53.25	1,465	.003	129	115	26	2,156	.002	1,130	1,138	.8	.003	60
Socorro.....173	11.4	.009	2	2.7	2.6	.80	67.59	1,867	.004	113	101	13	2,697	.003	1,012	1,023	N. A.	.003	33
Taos.....172	18.5	.014	8	4.1	3.9	1.80	78.29	2,208	.004	97	135	6	2,911	.003	708	730	N. A.	.003	21
Torrance.....173	11.0	.008	3	2.6	2.6	1.30	64.65	1,598	.003	121	181	9	2,155	.002	820	822	N. A.	.002	25
Union.....172	9.1	.007	2	2.4	2.4	1.03	48.22	2,548	.005	180	98	20	3,403	.004	1,446	1,449	1.0	.004	57
Valencia.....173	20.2	.015	4	4.4	3.8	1.95	72.50	3,028	.006	183	129	11	4,098	.005	930	1,015	N. A.	.005	33
STATE TOTAL.....	531.8	.404	4	129.5	120.9	34.11	57.27	161,000	.298	11,600	123	33	205,000	.225	1,583	1,645	38.8	.260	64

For New Mexico City figures, see page 254.

ARIZONA—County Data

Apache.....185	24.1	.018	2	5.2	1.8	3.12	74.01	3,023	.006	235	105	15	4,381	.005	836	1,319	N. A.	.006	33
Cochise.....174	34.6	.026	6	9.2	8.7	1.08	50.58	13,566	.025	977	115	56	19,518	.021	2,124	2,186	3.7	.023	88
Coconino.....185	18.8	.014	1	4.7	3.3	1.51	53.18	8,333	.015	381	121	46	11,369	.012	2,431	2,929	2.4	.013	93
Gila.....185	23.9	.018	5	6.6	5.9	.59	51.89	8,029	.015	611	111	51	12,215	.013	1,846	1,975	3.6	.014	76
Graham.....185	12.1	.009	3	2.9	2.6	.68	59.57	3,875	.007	299	143	29	5,543	.006	1,915	2,023	1.1	.007	78
Greenlee.....174	8.7	.007	5	2.2	2.2	.24	47.83	2,735	.005	218	127	46	4,027	.004	1,843	1,846	.7	.004	57
Maricopa (Phoenix).....185	186.2	.142	20	50.5	47.0	4.63	41.35	82,329	.153	5,572	139	58	118,286	.130	2,344	2,438	31.8	.140	99
Mohave.....184	8.6	.007	1	2.6	2.5	.37	48.42	5,186	.010	181	91	64	7,522	.008	2,834	2,933	1.1	.008	114
Navajo.....185	25.3	.019	3	5.9	3.3	2.45	67.86	7,012	.013	337	105	34	9,751	.011	1,650	2,190	2.1	.012	63
Pima.....186	72.8	.055	8	19.0	17.0	.93	49.94	35,312	.065	2,070	118	67	46,881	.052	2,461	2,622	12.2	.057	104
Pinal.....185	28.9	.022	5	7.0	5.9	1.31	45.92	6,720	.012	551	120	33	10,542	.012	1,511	1,652	2.8	.012	55
Santa Cruz.....186	9.5	.007	8	2.4	2.3	.17	36.39	4,344	.008	286	135	45	6,212	.007	2,613	2,668	1.0	.007	100
Yavapai.....185	26.5	.020	3	7.8	7.7	.72	46.41	11,508	.021	668	127	58	17,070	.019	2,182	2,208	3.1	.020	100
Yuma.....184	19.3	.015	2	5.1	4.6	.67	44.36	8,028	.015	534	127	53	11,684	.013	2,299	2,435	2.3	.013	67
STATE TOTAL.....	499.3	.379	4	131.1	114.8	18.47	47.92	200,000	.370	12,920	126	53	285,001	.313	2,173	2,338	67.9	.336	89

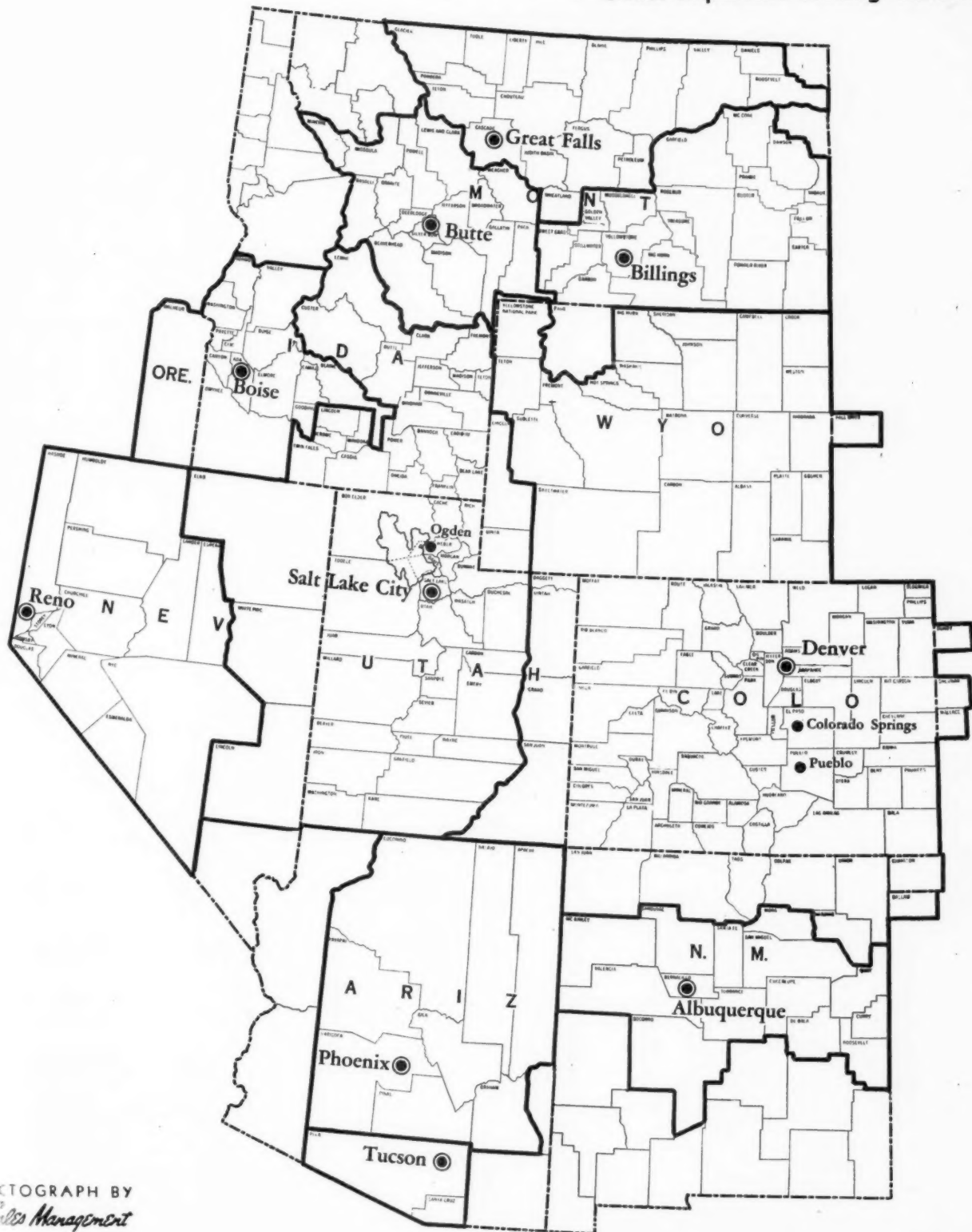
For Arizona City figures, see page 254.

Before using these figures, see explanation page 9.

Please do not attempt to use these figures before reading the complete explanation on page 9 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.

TRADING AREAS of MOUNTAIN STATES

- Largest Trading Areas
- Other Important Trading Centers



PICTOGRAPH BY
Sales Management

U T A H—County Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE					SM MARKET CONTROLS
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thousands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fami- lies	
Beaver.....171	5.0	.004	2	1.2	1.2	.33	15.02	1,383	.003	90	155	36	1,877	.002	1,508	1,511	.4	.002
Box Elder.....171	18.8	.014	3	4.5	4.5	1.80	30.78	5,558	.010	442	108	19	8,095	.009	1,793	1,807	1.4	.010
Cache.....171	29.8	.023	25	7.5	7.5	2.25	24.85	10,682	.020	509	111	27	15,152	.017	2,028	2,030	2.6	.018
Carbon.....171	18.5	.014	13	4.6	4.5	.45	8.88	8,079	.015	478	104	51	8,948	.010	1,942	1,960	2.6	.012
Daggett.....172	.6		1	.1	.1	.07	42.75	83		2	33	9	172		1,313	1,323	N. A.	
Davis.....171	15.8	.012	59	3.8	3.7	1.47	28.50	3,404	.006	413	121	17	3,826	.004	1,013	1,026	1.3	.005
Duchesne.....171	9.0	.007	3	2.0	1.9	1.10	42.94	1,618	.003	79	104	6	2,300	.003	1,173	1,187	.6	.003
Emery.....171	7.1	.005	2	1.6	1.6	.82	22.11	842	.002	106	145	7	1,085	.001	672	672	.4	.002
Garfield.....171	5.2	.004	1	1.1	1.1	.42	12.00	670	.001	47	112	4	697	.001	638	639	.2	.001
Grand.....172	2.1	.002	1	.5	.5	.16	16.70	577	.001	37	142	27	728	.001	1,414	1,414	.1	.001
Iron.....171	8.3	.006	3	2.1	2.0	.55	12.98	4,666	.009	251	120	27	5,821	.006	2,841	2,858	.9	.007
Juah.....171	7.4	.005	2	1.9	1.9	.39	8.29	2,033	.004	116	100	31	3,611	.004	1,858	1,878	.6	.004
Kane.....171	2.6	.002	1	.6	.6	.21	22.91	535	.001	22	58	7	606	.001	1,076	1,076	N. A.	.001
Millard.....171	9.6	.007	1	2.2	2.2	.97	21.24	2,681	.005	178	111	11	3,570	.004	1,638	1,643	.6	.004
Morgan.....171	2.6	.002	4	.6	.6	.25	36.59	596	.001	88	92	17	829	.001	1,308	1,310	.2	.001
Piute.....171	2.2	.002	3	.5	.5	.21	24.95	462	.001	18	67	8	440		807	816	N. A.	.001
Rich.....171	2.0	.002	2	.5	.5	.25	30.18	213		31	107	13	288		579	581	.2	.001
Salt Lake (Salt Lake City).....171	211.8	.180	277	56.6	56.1	2.52	3.79	110,187	.204	7,085	115	68	159,840	.175	2,823	2,838	24.5	.186
San Juan.....172	4.7	.004	1	1.0	.6	.68	57.17	549	.001	28	93	6	553	.001	555	715	N. A.	.001
Sanpete.....172	16.1	.012	10	4.0	4.0	1.43	12.49	3,270	.006	213	137	12	4,243	.005	1,058	1,060	N. A.	.005
Sevier.....171	12.1	.009	6	3.0	3.0	.96	12.36	3,958	.007	261	124	17	5,759	.006	1,944	1,946	1.0	.006
Summit.....171	8.7	.007	5	2.2	2.2	.51	17.52	2,089	.004	223	124	28	2,705	.003	1,231	1,233	.9	.004
Tooele.....171	9.1	.007	1	2.4	2.3	.37	8.94	2,779	.005	290	107	45	3,678	.004	1,558	1,565	.9	.005
Uintah.....172	9.9	.008	2	2.2	2.0	1.12	40.11	2,077	.004	143	127	14	3,022	.003	1,359	1,432	.6	.003
Utah.....171	57.4	.044	29	13.7	13.7	3.06	11.35	18,444	.034	1,334	116	19	24,171	.027	1,771	1,773	4.4	.030
Wasatch.....171	5.7	.004	5	1.4	1.4	.43	18.76	1,683	.003	172	152	15	2,333	.003	1,658	1,659	.5	.003
Washington.....171	9.3	.007	4	2.1	2.1	.68	26.11	2,313	.004	115	114	13	2,919	.003	1,414	1,423	.5	.003
Wayne.....171	2.4	.002	1	.5	.5	.26	29.35	163		33	100	3	280		567	567	N. A.	.001
Weber.....171	56.7	.043	103	15.1	14.9	1.69	9.80	28,436	.053	1,419	130	54	37,353	.041	2,473	2,493	6.9	.045
STATE TOTAL.....	550.3	.418	7	139.5	137.7	25.41	12.11	220,000	.407	14,223	116	43	304,999	.335	2,187	2,203	52.3	.365

For Utah City figures, see page 253.

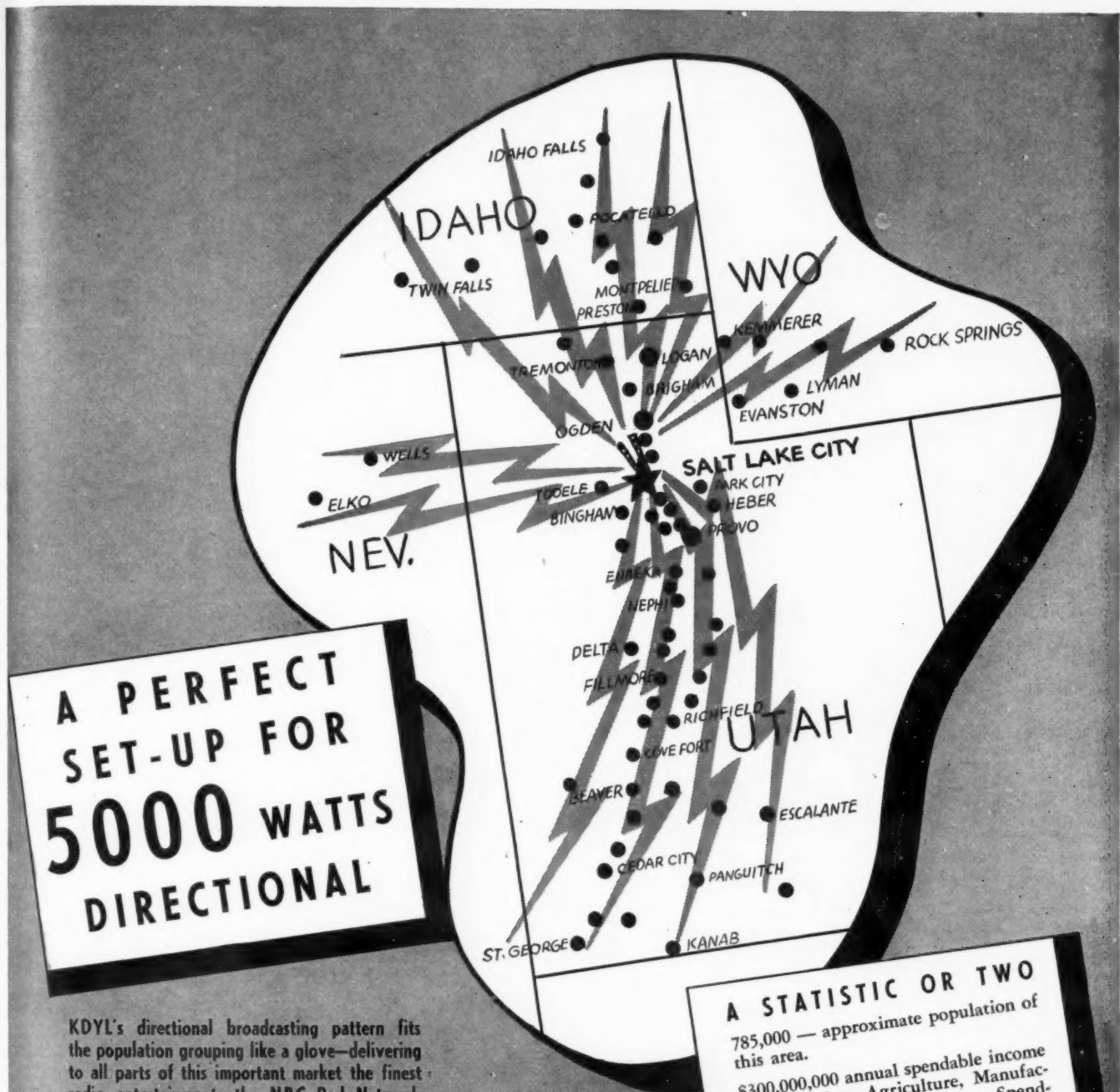
N E V A D A—County Data

Churchill.....179	5.3	.004	1	1.6	1.5	.60	54.48	3,240	.006	180	136	52	4,656	.005	2,981	3,071	.7	.005
Clark.....184	16.4	.012	2	4.8	4.7	.38	41.23	11,509	.021	632	122	80	15,197	.017	3,147	3,195	2.3	.019
Douglas.....179	2.1	.002	3	.6	.5	.13	57.43	1,186	.002	115	128	89	1,757	.002	2,933	3,154	.3	.002
Elko.....171	10.9	.008	1	3.2	2.9	.49	47.49	6,713	.012	407	125	94	9,886	.011	3,050	3,238	1.3	.011
Esmeralda.....179	1.6	.001		.6	.6	.02	49.19	1,131	.002	82	115	122	1,916	.002	3,090	3,121	N. A.	.002
Eureka.....179	1.4	.001		.5	.4	.06	54.45	410	.001	29	100	57	646	.001	1,401	1,429	.1	.001
Humboldt.....179	4.7	.004	1	1.4	1.3	.23	47.38	3,365	.006	228	149	93	4,502	.005	3,227	3,360	.7	.005
Lander.....179	1.6	.001		.6	.5	.05	49.05	971	.002	50	156	81	1,399	.001	2,400	2,530	.2	.001
Lincoln.....171	4.1	.003		1.1	1.1	.22	45.41	1,587	.003	170	139	50	2,487	.003	2,176	2,189	.4	.003
Lyon.....179	4.1	.003	2	1.2	1.1	.34	54.04	1,434	.003	122	254	58	2,240	.002	1,865	1,934	.4	.003
Mineral.....179	2.3	.002	1	.8	.7	.08	50.45	983	.002	88	149	55	1,542	.002	1,985	2,166	.3	.002
Nye.....179	3.6	.003		1.4	1.3	.14	61.67	2,535	.005	108	109	89	3,760	.004	2,725	2,848	.5	.004
Ormsby.....179	3.2	.002	23	.9	.9	.03	51.76	1,922	.004	158	140	126	2,856	.003	3,055	3,195	.5	.004
Pershing.....179	2.7	.002	1	.9	.9	.11	39.79	1,334	.002	128	116	80	2,082	.002	2,401	2,424	.2	.002
Storey.....179	1.2	.001	5	.4	.4	.01	53.67	513	.001	24	67	127	756	.001	1,914	1,924	N. A.	.001
Washoe.....179	32.5	.025	5	10.0	9.7	.51	46.16	32,494	.060	1,828	126	129	38,403	.042	3,831	3,897	7.7	.050
White Pine.....171	12.4	.010	1	3.3	3.2	.19	31.88	7,674	.014	451	98	116	10,914	.012	3,329	3,376	1.4	.013
STATE TOTAL.....	110.3	.084	1	33.3	31.7	3.57	46.12	79,001	.146	4,800	125	102	104,999	.115	3,153	3,241	17.0	.128

For Nevada City figures, see page 254.

Before using these figures, see explanation page 9.

An index to all county and city data, by states and sections, appears on page 4; one to advertisers, on page 270.



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SALT LAKE CITY

NBC
RED
NETWORK

Mountain States—City Data

MONTANA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thou- sands of \$1500 Pre- ferred families
Anaconda.....	Deer Lodge.....	11.0	80.75	1.97	.008	3.3	49.22	22.38	5,962	95.33	2.29	.011	N. A.	N. A.	9,087	97.10	2.39	.010	826	2,742	1.7
Billings.....	Yellowstone.....	23.3	56.48	4.16	.018	7.0	38.06	29.66	22,014	92.01	8.47	.041	25,114	5,076	23,616	78.55	6.21	.026	1,015	3,388	3.8
Bozeman.....	Gallatin.....	8.7	47.43	1.55	.007	2.6	N. A.	N. A.	8,221	78.19	3.16	.015	2,506	N. A.	7,372	46.22	1.94	.008	851	2,835	1.4
Butte.....	Silver Bow.....	37.1	69.69	6.63	.028	11.9	37.43	23.38	29,371	92.16	11.30	.054	29,650	3,500	39,891	87.30	10.50	.044	1,076	3,358	6.1
Great Falls.....	Cascade.....	29.9	71.26	5.35	.023	9.1	36.68	29.23	23,917	91.10	9.20	.044	19,022	N. A.	28,338	81.18	7.46	.031	947	3,106	6.1
Havre.....	Hill.....	6.4	48.31	1.15	.005	1.8	N. A.	N. A.	6,103	88.12	2.35	.011	3,557	N. A.	4,532	42.53	1.19	.005	705	2,518	.9
Helena.....	Lewis & Clark.....	15.1	68.03	2.69	.011	4.9	40.58	29.71	12,228	88.78	4.70	.023	4,672	N. A.	16,164	87.52	4.25	.018	1,074	3,329	2.5
Kalispell.....	Flathead.....	8.2	33.97	1.47	.006	2.6	N. A.	N. A.	8,436	74.13	3.24	.016	2,291	N. A.	7,008	42.88	1.84	.008	850	2,695	1.1
Lewistown.....	Fergus.....	5.9	41.84	1.05	.004	1.7	N. A.	N. A.	5,578	92.83	2.15	.011	3,605	N. A.	5,066	46.72	1.33	.006	862	2,980	1.0
Livingston.....	Park.....	6.6	57.43	1.19	.005	2.0	N. A.	N. A.	5,021	90.03	1.93	.009	1,102	N. A.	5,408	66.91	1.42	.006	814	2,704	1.0
Miles City.....	Custer.....	7.3	70.17	1.30	.006	2.2	N. A.	N. A.	5,020	94.45	1.93	.009	2,252	N. A.	6,008	80.21	1.58	.007	822	2,731	1.1
Missoula.....	Missoula.....	18.4	63.53	3.30	.014	5.5	49.35	27.43	16,952	94.40	6.52	.031	N. A.	3,488	17,322	71.06	4.56	.019	939	3,132	2.9
TOTAL ABOVE	CITIES.....	177.9		31.81	.135	54.6			148,823		57.24	2.75			169,812		44.67	.188	954	3,111	29.6
STATE TOTAL.....		559.4			.425	159.9	51.97		259,999			.481			379,998			.417	679	2,376	72.6

For Montana County figures, see page 244.

*Withheld to avoid disclosure.

ID A H O—City Data

CITY	COUNTY	Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thou- sands of \$1500 Pre- ferred families
Boise.....	Ada.....	26.1	51.84	4.98	.019	7.9	50.11	29.06	25,014	84.83	11.91	.046	19,250	3,414	26,900	75.79	9.61	.030	1,029	3,420	4.4
Caldwell.....	Canyon.....	7.3	17.74	1.39	.006	2.2	56.22	20.10	6,187	38.35	2.95	.011	3,024	N. A.	7,122	33.92	2.54	.008	979	3,306	1.1
Coeur d'Alene.....	Kootenai.....	10.0	45.10	1.91	.008	3.2	63.28	18.11	5,476	78.43	2.61	.010	1,445	487	8,517	90.89	3.04	.009	848	2,654	1.7
Idaho Falls.....	Bonneville.....	15.0	58.47	2.86	.011	4.0	52.22	23.23	13,237	94.14	6.30	.024	11,711	N. A.	12,312	69.50	4.40	.014	819	3,070	2.2
Lewiston.....	Nez Perce.....	10.5	55.89	2.01	.008	3.4	45.55	21.99	10,934	95.26	5.21	.020	7,652	N. A.	11,405	75.42	4.07	.013	1,081	3,360	1.7
Moscow.....	Latah.....	6.0	31.98	1.15	.005	1.8	47.57	29.47	5,389	73.51	2.57	.010	3,162	N. A.	5,671	55.07	2.03	.006	943	3,065	.9
Nampa.....	Canyon.....	12.1	29.64	2.31	.009	3.5	56.43	18.42	8,144	50.48	3.88	.015	3,866	4,066	11,136	53.04	3.98	.012	917	3,163	1.7
Pocatello.....	Bannock.....	18.1	52.17	3.45	.014	4.9	47.94	28.01	14,010	83.23	6.67	.026	8,527	2,613	15,625	68.22	5.58	.017	862	3,164	2.9
Twin Falls.....	Twin Falls.....	11.9	32.56	2.26	.009	3.5	50.07	23.57	12,409	70.21	5.91	.023	9,505	1,570	11,279	49.24	4.03	.012	952	3,261	1.8
TOTAL ABOVE	CITIES.....	117.0		22.32	.089	34.4			100,800		48.01	.185			109,967		39.28	.121	939	3,197	18.4
STATE TOTAL.....		524.9			.399	141.7	57.91		210,001			.388			279,998			.307	533	1,976	64.0

For Idaho County figures, see page 245.

COLORADO—City Data

CITY	COUNTY	Total (in thous- ands)	% of County	% of State	% of U.S.A.	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thou- sands of \$1500 Pre- ferred families
Alamosa.....	Alamosa.....	5.6	53.54	.50	.004	1.5	45.26	21.89	5,109	93.50	1.08	.009	1,756	N. A.	4,001	53.04	.61	.004	713	2,617	.8
Boulder.....	Boulder.....	13.0	34.61	1.15	.010	4.2	47.52	26.19	7,669	50.30	1.61	.014	1,694	835	12,180	50.62	1.85	.013	940	2,916	2.1
Colorado Springs.....	El Paso.....	36.8	68.10	3.28	.028	11.8	47.19	23.25	23,118	83.59	4.67	.043	10,016	3,634	35,500	87.45	5.38	.039	965	2,998	5.5
Denver.....	Denver.....	322.4	100.00	28.70	.245	96.8	38.42	29.99	206,128	100.00	43.40	.381	420,076	138,526	265,136	100.00	40.17	.291	822	2,740	48.3
Fort Collins.....	Larimer.....	12.3	34.47	1.09	.009	3.8	46.76	24.02	8,849	58.79	1.86	.016	955	887	8,487	40.00	1.29	.009	693	2,238	1.9
Grand Junction.....	Mesa.....	12.5	36.93	1.11	.009	3.6	49.19	26.32	11,391	82.92	2.40	.021	7,965	1,070	8,450	43.61	1.28	.009	677	2,364	1.8
Greeley.....	Weld.....	16.0	25.09	1.42	.012	4.8	43.07	25.35	11,188	57.84	2.36	.021	6,711	N. A.	11,664	41.80	1.77	.013	729	2,443	2.3
La Junta.....	Otero.....	7.0	29.87	.63	.005	2.0	48.28	18.57	4,217	52.20	.89	.008	1,150	N. A.	5,142	36.10	.78	.006	730	2,559	.8
Longmont.....	Boulder.....	7.4	19.78	.66	.006	2.2	51.78	20.31	4,482	29.40	.94	.008	1,352	N. A.	5,534	23.00	.84	.006	747	2,487	.9
Pueblo.....	Pueblo.....	52.2	75.74	4.64	.040	13.9	51.24	21.14	25,017	89.42	5.27	.046	19,824	N. A.	34,316	91.36	5.20	.038	658	2,462	6.9
Sterling.....	Logan.....	7.4	40.34	.66	.006	2.1	43.87	20.87	5,688	85.70	1.20	.011	3,588	N. A.	4,447	44.28	.67	.005	600	2,137	1.0
Trinidad.....	Las Animas.....	13.2	40.85	1.18	.010	3.5	43.71	15.90	6,673	76.94	1.40	.012	4,852	2,126	5,008	41.49	.76	.005	379	1,419	1.4
TOTAL ABOVE	CITIES.....	505.8		45.02	.384	150.2			319,529		67.28	.590			399,865		60.60	.438	791	2,661	73.7
STATE TOTAL.....		1,123.3			.853	316.0	46.35		475,001			.878			659,994			.724	588	2,089	147.0

For Colorado County figures, see page 246.

Before using these figures, see explanation page 9.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 9 and following pages.

MORE BASIC PRODUCTION



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HOME COVERAGE CARRIER DELIVERED



SALT LAKE CITY ZONE
Families . . . 26,089
Circulation . . . 26,345



SALT LAKE COUNTY
Families . . . 26,386
Circulation . . . 49,259



U T A H
Families . . . 131,339
Circulation . . . 83,820



TOTAL MARKET
Families . . . 297,427
Circulation . . . 194,630

Source: 1943 U. S. Census - A. B. C. Report for 12 Months Ending June 30, 1943

The Sunday SALT LAKE TRIBUNE

National Representatives: Sunday Magazine and Comic Section Color - Black and White
REYNOLDS-FITZGERALD, INC

W Y O M I N G—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Families, Est'd (in thous- ands)	% Own- er- Occu- ried Homes	Aver- age Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Casper	Natrona	18.0	75.30	7.16	.014	5.6	45.74	23.99	14,506	92.68	11.60	.027	10,689	N. A.	17,531	86.94	10.31	.019	976	3,131	3.2
Cheyenne	Laramie	22.5	66.79	8.96	.017	6.4	46.53	32.03	17,510	94.61	14.01	.032	11,479	N. A.	21,276	87.24	12.52	.023	947	3,350	3.3
Laramie	Albany	10.6	76.20	4.24	.008	3.1	48.76	30.25	7,708	93.76	6.17	.014	N. A.	533	10,497	92.39	6.17	.012	988	3,372	1.8
Rawlins	Carbon	5.5	43.74	2.21	.004	1.5	50.62	24.74	4,980	67.60	3.98	.009	1,644	N. A.	5,196	49.77	3.06	.008	939	3,412	.8
Rock Springs	Sweetwater	9.8	50.64	3.92	.007	2.9	35.09	22.09	7,396	69.59	5.92	.014	3,428	N. A.	10,056	71.62	5.91	.011	1,023	3,483	1.5
Sheridan	Sheridan	10.5	54.68	4.20	.008	3.2	48.98	23.77	9,496	89.15	7.60	.018	3,307	N. A.	11,409	76.98	6.71	.013	1,084	3,582	1.6
TOTAL ABOVE	CITIES	76.9		30.69	.058	22.7			61,596		49.28	.114			75,965		44.66	.084	987	3,352	12.2
STATE TOTAL		250.8			.190	69.4	48.64		125,010			.231			169,998			.187	678	2,450	31.5

For Wyoming County figures, see page 247.

U T A H—City Data

Logan	Cache	11.9	39.83	2.16	.009	3.2	60.85	24.09	8,397	78.61	3.82	.016	3,517	1,406	8,962	59.15	2.94	.010	755	2,763	1.4
Ogden	Weber	43.7	77.03	7.94	.033	12.0	53.24	24.64	27,510	96.74	12.50	.051	45,520	18,522	35,120	94.02	11.51	.039	804	2,935	5.8
Provo	Utah	18.1	31.49	3.28	.014	4.3	58.02	25.68	10,037	54.42	4.56	.019	6,351	1,311	10,710	44.13	3.51	.012	593	2,466	2.0
Salt Lake City	Salt Lake	149.9	70.85	27.24	.114	41.4	49.78	29.82	94,520	85.78	42.96	.175	171,247	N. A.	132,856	83.12	43.56	.146	886	3,212	20.2
TOTAL ABOVE	CITIES	223.6		40.62	.170	60.9			140,464		63.84	.261			187,648		61.52	.207	839	3,080	29.4
STATE TOTAL		550.3			.418	139.5	12.11		220,000			.407			304,999			.335	554	2,187	52.3

For Utah County figures, see page 250.

Before using these figures, see explanation page 9.

APRIL 10, 1942

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
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SALES MANAGEMENT 420 Lexington Ave., New York City

NEVADA—City Data

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of USA	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of USA	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of USA	Per Cap- ita dol- lars	Per Fam- ily dol- lars	Thous- ands of \$1500 Pre- ferred families
Las Vegas	Clark	8.4	51.31	7.64	.007	2.6	36.87	27.80	9,757	84.78	12.35	.018	4,154	N. A.	7,891	51.92	7.52	.009	937	3,077	1.0
Reno	Washoe	21.3	65.64	19.33	.016	6.9	40.22	39.41	29,512	90.82	37.36	.055	13,620	4,710	24,921	64.89	23.73	.027	1,169	3,607	4.1
TOTAL ABOVE CITIES		29.7		26.97	.023	9.5			39,269		49.71	.073			32,812		31.25	.036	1,105	3,454	5.1
STATE TOTAL		110.3			.084	33.3	46.12		79,001			.146			104,999			.115	952	3,153	17.0

For Nevada County figures, see page 250.

NEW MEXICO—City Data

Albuquerque	Bernalillo	35.4	51.09	6.67	.027	9.9	45.49	30.13	30,540	94.17	18.97	.056	24,872	3,342	28,465	73.87	13.89	.031	803	2,880	4.1
Carlsbad	Eddy	7.1	29.27	1.34	.006	2.7	43.39	22.25	5,968	57.52	3.71	.011	1,438	N. A.	4,813	39.46	2.35	.005	676	1,758	1.3
Clovis	Curry	10.1	55.43	1.89	.008	2.8	44.14	19.98	9,520	88.81	5.91	.018	4,552	N. A.	7,734	57.16	3.77	.008	768	2,805	1.4
Gallup	McKinley	7.0	29.78	1.32	.005	2.1	51.97	23.80	6,585	78.55	4.09	.012	N. A.	N. A.	5,946	56.41	2.90	.007	844	2,856	1.0
Roswell	Chaves	13.5	56.22	2.54	.010	3.6	49.68	21.29	9,811	89.62	6.09	.018	72,131	N. A.	10,534	73.93	5.14	.012	781	2,952	2.0
Santa Fe	Santa Fe	20.3	65.93	3.82	.015	4.9	46.53	24.54	10,268	92.97	6.38	.019	5,857	814	13,968	96.72	6.81	.015	687	2,825	2.7
TOTAL ABOVE CITIES		93.4		17.58	.071	26.0			72,692		45.15	.134			71,458		34.86	.078	764	2,751	12.5
STATE TOTAL		531.8			.404	129.5	57.27		161,000			.298			205,000			.225	385	1,583	38.8

For New Mexico County figures, see page 247.

ARIZONA—City Data

Douglas	Cochise	8.6	24.90	1.73	.006	2.4	N. A.	N. A.	4,738	34.93	2.37	.010	1,562	N. A.	7,501	38.43	2.63	.008	870	3,125	1.2
Flagstaff	Coconino	5.1	27.06	1.02	.004	1.4	N. A.	N. A.	5,065	60.78	2.53	.009	N. A.	N. A.	4,568	40.18	1.60	.005	899	3,263	.5
Globe	Gila	6.1	25.73	1.23	.005	1.8	N. A.	N. A.	3,955	49.26	1.98	.007	1,424	N. A.	5,546	45.40	1.95	.006	903	3,081	.8
Phoenix	Maricopa	65.4	35.13	13.10	.050	19.3	35.14	27.27	59,515	72.29	29.76	.110	82,526	11,693	63,110	53.35	22.14	.069	965	3,272	10.3
Prescott	Yavapai	6.0	22.70	1.20	.004	1.9	N. A.	N. A.	6,253	54.34	3.13	.012	1,527	N. A.	6,067	35.54	2.13	.007	1,008	3,193	.8
Tucson	Pima	36.8	50.55	7.37	.028	10.0	40.44	30.98	30,410	86.12	15.21	.056	16,325	2,634	30,964	66.05	10.66	.034	841	3,108	6.1
Yuma	Yuma	5.3	27.55	1.07	.004	1.4	N. A.	N. A.	5,217	64.99	2.61	.010	3,588	N. A.	4,085	34.96	1.43	.004	767	2,918	.8
TOTAL ABOVE CITIES		133.3		26.72	.101	38.2			115,153		57.59	.214			121,841		42.74	.133	913	3,194	20.4
STATE TOTAL		449.3			.379	131.1	47.92		200,000			.370			285,001			.313	634	2,173	67.9

For Arizona County figures, see page 246.

Before using these figures, see explanation page 9.

TIRE DEALERS CAN SURVIVE

New passenger tires sales in 1942 are expected to be only 6% of what they were last year. Truck tire sales will be down 70%. Recapped and retreaded tire sales may drop about 40%.

BUT — Increased tire servicing sales and emphasis on other essential automotive replacement items and service will bring potential volume up to about 50% of that of 1941.

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Pacific States—County Data

WASHINGTON—County Data

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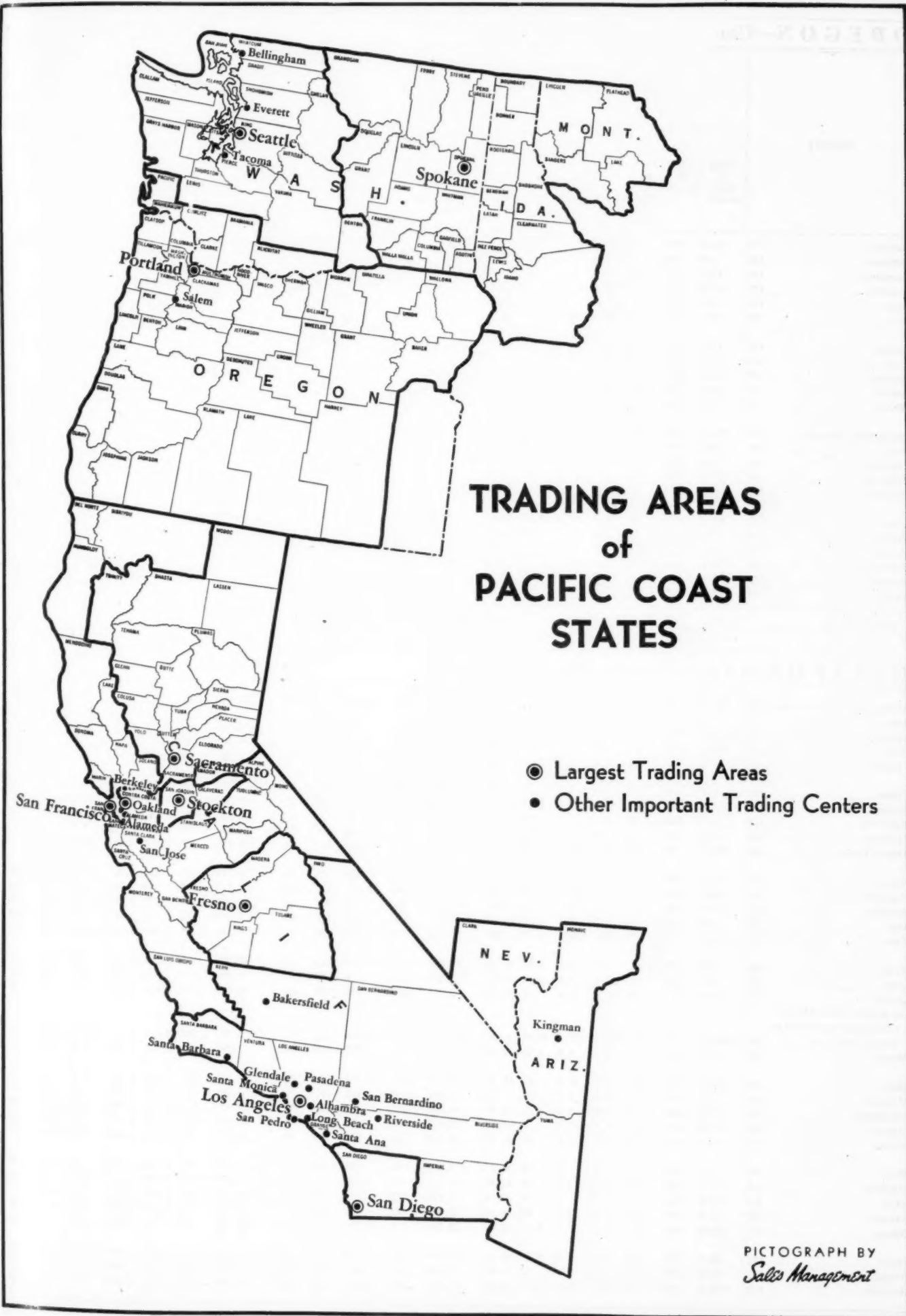
COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE-TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE					 MARKET CONTROLS		
	Total (in thous- ands)	% of U.S.A.	Den- sity per sq. mi.	Fami- lies Est'd (in thous- ands)	White Fami- lies Est'd (in thous- ands)	Farms (in thous- ands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Per 1,000	Dollars (in thousands)	% U.S.A.	Per Fam- ily (dol- lars)	Per White Fam- ily (dol- lars)	Thous- ands of \$1,500 Pre- ferred Fam- ilies	Nat- ional Buy- ing Power, %	Buy- ing Power In- dex
Adams.....	176	6.2	.005	3	1.7	1.7	.65	54.33	3,324	.006	195	132	45	5,704	.006	3,383	3,391	.6	.006	120
Asotin.....	176	8.4	.006	13	2.4	2.4	.54	64.90	1,686	.003	154	167	20	2,991	.003	1,222	1,223	1.4	.003	50
Benton.....	175	12.0	.009	7	3.3	3.3	1.67	61.88	3,929	.007	217	145	24	6,635	.007	1,993	1,998	1.5	.007	78
Chelan.....	175	34.4	.026	12	10.3	10.2	2.08	50.24	22,328	.041	1,118	159	59	30,497	.034	2,960	2,970	7.3	.036	138
Clallam.....	175	21.8	.017	13	6.5	6.3	1.23	61.21	10,247	.019	830	153	49	14,522	.016	2,238	2,278	3.6	.018	106
Clark.....	178	49.8	.038	79	14.6	14.6	4.53	63.81	20,816	.038	1,372	155	39	29,659	.033	2,029	2,033	7.7	.035	92
Columbia.....	176	5.5	.004	7	1.6	1.6	.52	60.01	2,121	.004	99	111	46	3,983	.004	2,454	2,456	.5	.004	100
Cowlitz.....	178	40.2	.030	35	11.7	11.6	1.92	54.82	20,237	.037	1,515	148	57	30,484	.034	2,610	2,622	5.9	.035	117
Douglas.....	176	8.7	.007	5	2.5	2.5	1.24	57.23	1,999	.004	165	174	31	2,514	.003	990	992	.8	.004	57
Ferry.....	176	4.7	.004	2	1.4	1.2	.55	60.20	1,074	.002	66	132	23	1,678	.002	1,201	1,300	N. A.	.002	50
Franklin.....	176	6.3	.005	5	1.8	1.8	.36	55.23	3,657	.007	257	169	91	5,406	.006	2,930	2,959	1.0	.006	120
Garfield.....	176	3.4	.003	5	1.0	1.0	.34	57.38	1,761	.003	119	121	80	3,120	.003	3,168	3,171	.4	.003	100
Grant.....	176	14.7	.011	5	4.7	4.7	.60	50.35	7,919	.015	441	97	82	11,009	.012	2,333	2,347	2.3	.013	118
Grays Harbor.....	175	53.2	.040	28	16.6	16.4	1.92	54.88	28,951	.054	2,141	136	68	43,544	.048	2,628	2,645	9.4	.051	128
Island.....	175	6.1	.005	30	2.0	2.0	1.04	72.65	1,531	.003	128	183	16	1,903	.002	943	946	.6	.003	60
Jefferson.....	175	8.9	.007	5	2.6	2.5	.52	60.41	3,110	.006	297	212	45	5,311	.006	2,078	2,089	1.2	.006	86
King (Seattle).....	175	505.0	.383	236	169.1	164.1	5.76	50.89	342,085	.632	23,655	165	107	527,403	.679	3,118	3,172	106.2	.599	156
Kitsap.....	175	44.4	.034	110	14.0	13.8	2.10	63.34	21,653	.040	2,742	225	72	33,391	.037	2,386	2,410	6.5	.041	121
Kittitas.....	175	20.2	.015	9	5.8	5.7	1.20	57.65	10,550	.020	551	128	51	14,810	.016	2,547	2,563	2.8	.017	113
Klickitat.....	178	11.4	.009	6	3.4	3.2	1.11	56.11	4,390	.008	266	121	38	6,453	.007	1,915	1,953	1.3	.007	78
Lewis.....	175	41.4	.031	17	12.3	12.2	3.94	63.61	17,943	.033	1,290	180	39	24,942	.027	2,034	2,040	5.7	.030	97
Lincoln.....	176	11.4	.009	5	3.3	3.3	1.27	59.82	6,431	.012	355	147	71	10,595	.012	3,232	3,240	1.3	.012	133
Mason.....	175	11.6	.009	12	3.6	3.5	.77	60.73	4,902	.009	461	162	55	8,132	.009	2,249	2,278	1.6	.009	100
Okanogan.....	176	24.5	.019	5	6.9	6.6	2.40	59.22	9,314	.017	645	145	48	12,425	.014	1,803	1,846	2.4	.015	79
Pacific.....	178	15.9	.012	17	4.9	4.8	.71	62.85	6,749	.012	570	149	51	10,668	.012	2,216	2,233	2.1	.012	100
Pend Oreille.....	176	7.2	.005	5	2.1	2.1	.66	56.81	2,466	.004	170	111	45	3,735	.004	1,786	1,801	.9	.004	80
Pierce (Tacoma).....	175	182.1	.138	108	54.7	53.8	5.62	60.67	96,825	.179	7,480	171	71	145,931	.160	2,667	2,691	26.1	.170	123
San Juan.....	175	3.2	.002	18	1.0	1.0	.50	60.68	895	.002	42	98	34	1,648	.002	1,592	1,622	.3	.002	100
Skagit.....	175	37.6	.029	22	11.1	11.0	3.24	66.82	17,091	.032	1,262	163	41	24,431	.027	2,201	2,215	5.3	.029	100
Skamania.....	178	4.6	.004	3	1.4	1.4	.33	53.73	1,091	.002	83	151	17	1,814	.002	1,287	1,293	N. A.	.002	50
Snohomish.....	175	88.6	.067	42	27.4	27.2	6.23	65.15	41,078	.076	2,906	151	51	59,019	.065	2,152	2,162	14.5	.070	104
Spokane (Spokane).....	176	164.6	.125	93	49.9	49.5	5.00	57.78	102,356	.189	5,230	127	83	162,345	.178	3,256	3,270	28.4	.177	142
Stevens.....	176	19.3	.015	8	5.5	5.4	2.54	62.29	5,226	.010	333	140	22	8,618	.009	1,556	1,584	1.8	.009	60
Thurston.....	175	37.3	.028	52	11.6	11.5	2.88	62.52	20,059	.037	1,429	140	80	29,350	.031	2,534	2,546	6.1	.034	121
Wahkiakum.....	178	4.3	.003	16	1.2	1.2	.45	59.67	1,041	.002	101	113	35	1,927	.002	1,586	1,595	.5	.002	67
Walla Walla.....	176	30.5	.023	24	8.5	8.4	1.42	54.10	18,837	.035	911	145	68	27,584	.030	3,265	3,278	4.9	.031	135
Whitcom.....	175	60.4	.046	28	18.5	18.3	4.70	66.34	29,908	.055	1,801	169	42	42,640	.047	2,307	2,321	9.5	.050	109
Whitman.....	176	27.2	.021	13	7.9	7.9	2.54	54.09	14,598	.027	1,062	139	73	21,874	.024	2,773	2,776	4.5	.026	124
Yakima (Yakima).....	175	99.0	.075	23	28.5	27.7	6.61	55.21	49,816	.092	2,739	142	42	71,104	.078	2,495	2,535	17.3	.082	109
STATE TOTAL.....		1,736.2	1.319	26	537.3	527.4	81.69	56.98	959,994	1.774	65,198	156	73	1,449,999	1.591	2,698	2,727	294.2	1.662	128

For Washington City figures, see page 260.

OREGON—County Data




Baker.....	178	18.3	.014	6	5.4	5.4	1.26	55.94	9,393	.017	607	150	38	12,631	.014	2,336	2,343	2.0	.015	107
Benton.....	178	18.6	.014	29	5.7	5.7	1.51	52.94	10,238	.019	911	137	61	13,735	.015	2,423	2,427	2.5	.017	121
Clackamas.....	178	57.1	.043	30	17.7	17.6	5.47	68.27	16,077	.030	1,928	153	35	21,961	.024	1,243	1,245	7.5	.029	67
Clatsop.....	178	24.7	.019	30	7.6	7.5	.66	51.14	14,385	.026	1,150	171	69	18,636	.020	2,450	2,465	3.1	.023	121
Columbia.....	178	21.0	.016	33	6.2	6.2	2.06	62.18	6,901	.013	694	154	47	10,479	.012	1,679	1,684	2.7	.013	81
Coos.....	178	32.5	.025	20	10.2	10.1	1.95	55.46	15,259	.028	1,292	123	48	22,088	.024	2,170	2,177	4.5	.026	104
Crook.....	178	5.5	.004	2	1.6	1.6	.50	59.12	1,931	.004	239	135	44	2,535	.003	1,599	1,600	.6	.004	100
Curry.....	178	4.3	.003	3	1.4	1.4	.37	56.73	1,507	.003	98	97	22	1,827	.002	1,294	1,312	.5	.002	67
Deschutes.....	178	18.6	.014	6	5.5	5.5	1.05	58.67	11,174	.021	698	121	72	14,498	.016	2,616	2,620	3.1	.018	129
Douglas.....	178	25.7	.020	5	7.9	7.9	2.73	57.62	10,166	.019	801	134	28	14,192	.015	1,803	1,806	2.9	.017	85
Gilliam.....	178	2.8	.002	2	.8	.8	.29	55.58	1,727	.003	145	223	72	2,630	.003	3,227	3,231	.5	.003	150
Grant.....	178	6.4	.005	1	1.9	1.9	.58	57.69	2,512	.005	330	153	47	3,698	.004	1,915	1,918	.8	.005	100
Harney.....	178	5.4	.004	1	1.6	1.6	.44	55.95	3,123	.006	275	105	68	4,248	.005	2,606	2,639	.8	.006	150
Hood River.....	178	11.6	.009	22	3.4	3.3	1.14	53.96	4,915	.009	406	150	35	7,376	.008	2,164	2,199	1.6	.009	100

Before using these figures, see explanation page 9.



OREGON—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN-COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941  ESTIMATE						 MARKET CONTROLS	
	Total (in thousands)	% of U.S.A.	Density per sq. mi.	Families Est'd (in thousands)	White Families Est'd (in thousands)	Farms (in thousands)	% Owner Occu- pied Homes	Dollars (in thousands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940	Per 1,000	Dollars (in thousands)	% U.S.A.	Per Family (dol- lars)	Per White Family (dol- lars)	Thous- ands of \$1,500 Pre- ferred Families	National Buying Power, %	Buy- ing Pow- er In- dex	
Jackson.....178	36.2	.027	13	11.4	11.4	2.70	57.76	17,328	.032	1,153	131	44	24,000	.026	2,106	2,106	6.0	.029	107	
Jefferson.....178	2.0	.002	1	.8	.5	.23	54.76	723	.001	70	108	47	1,028	.001	1,632	1,836	.2	.001	50	
Josephine.....178	16.3	.012	10	5.3	5.3	1.94	63.35	6,903	.013	486	122	28	10,378	.011	1,951	1,951	2.2	.012	100	
Klamath.....178	40.5	.031	7	12.0	11.6	1.55	46.93	27,661	.051	2,066	125	79	39,282	.043	3,280	3,337	7.9	.047	152	
Lake.....178	6.3	.005	1	1.9	1.9	.48	50.57	3,291	.006	314	118	59	4,724	.005	2,453	2,458	.9	.006	120	
Lane.....178	69.1	.053	15	20.9	20.9	4.45	53.58	32,891	.061	2,663	156	39	44,610	.049	2,132	2,133	10.1	.055	104	
Lincoln.....178	14.6	.011	15	4.7	4.6	.97	55.42	5,519	.010	448	185	26	8,091	.009	1,717	1,733	2.1	.009	82	
Linn.....178	30.5	.023	13	9.1	9.1	3.33	59.53	10,889	.020	1,163	176	25	13,924	.015	1,524	1,526	4.1	.018	78	
Malheur.....177	19.8	.015	2	5.2	5.2	2.55	61.91	6,663	.012	371	132	21	10,012	.011	1,927	1,934	2.2	.011	73	
Marion.....179	75.3	.057	64	20.9	20.7	4.79	58.49	34,657	.064	2,579	135	44	48,078	.053	2,305	2,313	10.4	.058	102	
Morrow.....179	4.3	.003	2	1.2	1.2	.54	56.88	1,573	.003	155	127	39	2,527	.003	2,036	2,036	.6	.003	100	
Multnomah (Portland).....178	355.1	.270	838	117.3	115.5	2.26	51.12	245,894	.455	18,621	140	98	350,475	.385	2,989	3,014	62.6	.419	155	
Polk.....178	20.0	.015	27	5.9	5.8	1.74	57.88	4,806	.009	498	155	25	7,087	.008	1,208	1,213	1.9	.009	80	
Sherman.....178	2.3	.002	3	.8	.8	.34	43.91	806	.001	143	159	89	1,434	.002	1,520	1,922	.3	.002	100	
Tillamook.....178	12.3	.009	11	3.7	3.7	.96	53.77	5,029	.009	426	145	33	7,410	.008	1,995	1,999	1.7	.009	100	
Umatilla.....178	26.0	.020	8	7.5	7.3	2.31	51.68	12,903	.024	1,178	176	52	18,801	.021	2,523	2,557	3.1	.023	115	
Union.....178	17.4	.013	9	5.3	5.3	1.26	55.64	3,156	.015	585	142	47	10,994	.012	2,068	2,074	2.5	.013	100	
Wallowa.....178	7.6	.006	2	2.2	2.2	.99	60.87	2,927	.005	194	164	21	4,385	.005	2,019	2,024	.9	.005	83	
Wasco.....178	13.1	.010	6	4.0	3.9	1.01	55.81	8,424	.016	524	131	60	11,441	.012	2,848	2,898	2.1	.014	140	
Washington.....178	39.2	.030	55	11.9	11.8	4.35	67.79	12,008	.022	1,541	187	28	15,004	.016	1,262	1,266	4.6	.021	70	
Wheeler.....178	3.0	.002	2	.9	.9	.25	45.50	1,031	.002	105	162	47	1,405	.002	1,582	1,582	.4	.002	100	
Yamhill.....178	26.3	.020	37	7.9	7.8	2.82	62.41	10,611	.020	929	151	26	14,369	.016	1,823	1,830	3.4	.018	90	
STATE TOTAL.....	1,089.7	.828	11	337.5	333.9	61.83	55.43	570,001	1.054	45,786	143	62	799,993	.878	2,370	2,385	163.3	.971	117	

For Oregon City figures, see page 262.

CALIFORNIA—County Data

Alameda (Berkeley-Oakland)183A	513.0	.390	700	185.2	159.2	2.45	46.68	310,489	.574	22,802	128	129	527,442	.579	3,193	3,260	98.3	.574	147
Alpine.....183	.3	.000	.1	.1	.1	.01	59.00	38	.000	4	200	37	59	.001	590	686	N. A.	.001	100
Amador.....183	9.0	.007	15	2.7	2.6	.41	47.61	4,235	.008	251	103	72	6,817	.007	2,562	2,595	1.1	.007	100
Butte.....182	42.8	.033	26	13.4	13.1	2.58	54.42	23,032	.042	1,488	119	53	36,382	.040	2,712	2,749	6.2	.040	121
Calaveras.....181	8.2	.006	8	2.8	2.8	.47	47.66	3,468	.006	294	134	72	5,596	.006	2,001	2,012	.7	.006	100
Colusa.....182	9.0	.007	9	2.9	2.8	.73	48.75	5,096	.009	340	121	70	8,374	.009	2,877	2,949	1.5	.009	129
Contra Costa.....183A	100.5	.076	137	29.8	29.3	1.94	52.21	42,650	.079	4,556	142	101	72,014	.079	2,414	2,438	16.4	.082	108
Del Norte.....183	4.7	.004	5	1.6	1.5	.25	48.31	2,342	.004	126	119	40	3,683	.004	2,350	2,454	.5	.004	100
El Dorado.....182	13.2	.010	8	4.4	4.4	.86	50.59	5,654	.010	380	136	55	8,919	.010	2,018	2,029	1.3	.010	100
Fresno (Fresno).....180	178.6	.136	30	50.0	47.7	9.55	53.56	97,169	.180	6,230	129	60	150,653	.165	3,012	3,092	28.2	.169	124
Glenn.....182	12.2	.009	9	3.5	3.5	1.38	56.17	6,150	.011	427	124	48	9,749	.011	2,764	2,785	1.8	.011	122
Humboldt.....183	45.8	.035	13	14.3	13.8	2.06	51.45	24,340	.045	1,431	122	68	37,931	.042	2,649	2,704	6.4	.042	120
Imperial.....184	59.7	.045	14	15.3	13.7	2.70	34.23	29,392	.054	2,310	128	42	46,200	.051	3,027	3,211	7.4	.053	118
Inyo.....184	7.6	.006	1	2.4	2.1	.23	25.63	5,070	.009	505	146	66	7,867	.009	3,317	3,518	1.0	.009	150
Kern.....184	135.1	.103	17	38.0	36.5	2.19	42.95	73,072	.135	5,280	125	67	113,363	.124	2,988	3,054	20.0	.129	125
Kings.....180	35.2	.027	25	9.6	9.3	2.13	46.85	16,907	.031	1,211	122	55	26,282	.029	2,733	2,789	5.9	.030	111
Lake.....183	8.1	.006	6	2.7	2.6	.88	56.72	3,509	.006	214	135	43	6,208	.007	2,276	2,327	1.0	.006	100
Lassen.....182	14.5	.011	3	4.3	4.2	.49	37.91	6,977	.013	634	100	69	10,905	.012	2,544	2,565	2.3	.013	118
Los Angeles (Santa Monica-Glendale-Long-Beach- Los Angeles-Pasadena).....184	2,785.6	2.116	684	893.5	819.4	12.47	N. A.	1,628,771	3.011	148,495	143	92	2,700,795	2.964	3,023	3,171	559.4	3.039	144
Madera.....180	23.3	.018	11	6.2	5.9	1.54	43.83	8,653	.016	716	130	39	13,080	.014	2,106	2,165	2.5	.015	83
Marin.....183	52.9	.040	102	13.6	13.5	.63	55.96	22,859	.042	2,309	142	106	40,159	.044	2,958	2,971	9.0	.044	110
Mariposa.....183	5.6	.004	4	2.0	1.9	.37	41.00	2,060	.004	178	106	72	3,451	.004	1,740	1,765	.7	.004	100
Mendocino.....183	27.9	.021	8	7.6	7.5	1.84	52.41	11,283	.021	669	130	52	17,506	.019	2,244	2,296	2.7	.020	95
Merced.....183	47.0	.036	24	12.9	12.4	3.78	44.21	22,150	.041	1,436	117	48	35,226	.039	2,725	2,793	7.5	.039	108
Modoc.....182	8.7	.007	2	2.7	2.6	.69	46.12	3,057	.006	378	130	43	5,473	.006	2,031	2,069	1.2	.006	86
Mono.....183	2.3	.002	1	.8	.7	.09	43.81	1,009	.002	53	106	39	1,676	.002	2,160	2,280	.2	.002	100
Monterey.....183	73.0	.055	22	20.1	19.0	2.00	45.20	42,892	.079	3,996	151	78	67,697	.074	3,375	3,478	13.9	.078	142
Napa.....183	28.5	.022	36	7.7	7.6	1.76	53.29	14,158	.026	1,443	166	66	20,082	.022	2,615	2,624	4.2	.025	117
Nevada.....182	19.3	.015	20	6.0	5.9	.49	56.27	10,927	.020	584	108	73	17,329	.019	2,878	2,905	2.3	.019	126
Orange.....184	130.8	.099	167	41.0	40.5	6.11	49.09	62,093	.115	5,925	149	61	99,091	.109	2,415	2,433	22.2	.115	114
Placer.....182	28.1	.021	20	8.4	7.9	1.45	53.83	13,931	.026	999	117	72	24,182	.026	2,874	2,968	4.3	.026	124
Plumas.....182	11.5	.009	5	3.5	3.4	.17	34.85	4,920	.009	407	119	73	7,738	.008	2,218	2,258	1.2	.009	100
Riverside.....184	105.5	.080	15	31.0	29.6	4.67	49.25	48,273	.089	4,001	141	46	72,892	.080	2,351	2,413	17.1	.085	106

Before using these figures, see explanation page 9.



WELL, I SWAN!

... Said Uncle Ned

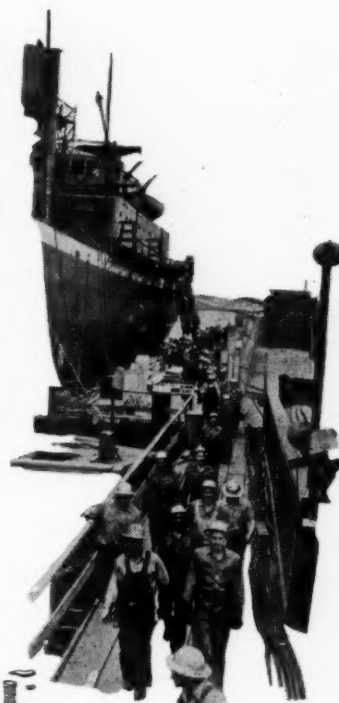
When Pasadena's Rose Tournament and Santa Anita's races were called off, Aunt Matilda and Uncle Ned just couldn't see any reason for coming to Southern California this winter. "Why the place'll be deader 'n' a door nail," opined Uncle Ned. But when the thermometer took a nose dive back in Pumpkin Center the folks decided to come West anyway — regardless of roses or races.



First they had a little trouble finding a place to live. Even the 17,960 housing units built in Los Angeles last year fall far short of the requirements of the 310,526* folks who've poured in here since Uncle Sam last counted noses in 1940.



And when Aunt Matilda went shopping she really found herself in the middle of crowds like she's never seen before. For retail sales are really zooming. They zoomed up to \$1,730,000,000* last year. And the picture at the right will tell you why.



Los Angeles payrolls are getting a taste of the stratosphere. In 1941 they reached an altitude of \$1,500,000,000*. A lot of that money is going into taxes and Defense Bonds and Stamps, but a husky share of it is going into Southland cash registers.

No wonder Uncle Ned said "Well, I swan . . ." when he discovered that Southern California is a bigger, better and busier place than ever. If you happen to be an advertiser, better not keep your sales story home this season — send it West where it can really ring the bell! And remember, the Los Angeles Times, as usual, is reaching the best part of this busy market.

LOS ANGELES TIMES

Represented by Williams, Lawrence & Cresmer
New York, Chicago, Detroit and San Francisco

* Los Angeles County

CALIFORNIA—County Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE		AUTO SALES 1941 MODEL YEAR		IN- COME TAX RE- TURNS	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE							SM MARKET CONTROLS	
	Total (in thou- sands)	% of U.S.A.	Dens- ity per sq. mi.	Fami- lies Est'd (in thou- sands)	White Fami- lies Est'd (in thou- sands)	Farms (in thou- sands)	% Owner Occu- pied Homes	Dollars (in thou- sands)	% of U.S.A.	New Passen- ger Cars	Ratio 1941 to 1940		Dollars (in thou- sands)	% U.S.A.	Per Fami- ly (dol- lars)	Per White Fami- ly (dol- lars)	Thou- sands of \$1,500 Pre- ferred Fami- lies	National Buy- ing Power, %	Buy- ing Pow- er in- dex		
Sacramento (Sacramento).....182	170.3	.129	173	49.1	46.4	3.46	50.79	103,644	.192	6,921	125	99	181,912	.200	3,702	3,820	29.6	.193	150		
San Benito.....183	11.4	.009	8	3.3	3.1	1.00	50.49	4,858	.009	396	140	59	8,826	.010	2,711	2,790	1.7	.010	111		
San Bernardino.....184	161.1	.122	8	47.8	46.7	6.11	51.89	74,032	.137	6,132	131	49	125,290	.138	2,628	2,657	20.7	.139	114		
San Diego (San Diego).....187	289.4	.220	68	90.2	87.7	5.81	45.37	189,566	.350	16,182	180	84	290,126	.318	3,217	3,269	55.0	.338	154		
San Francisco (San Francisco)183	634.6	.481	14,101	206.0	197.0	.09	31.26	445,256	.823	27,205	128	169	818,597	.898	3,974	4,074	132.8	.844	175		
San Joaquin (Stockton).....181	134.2	.102	95	36.6	34.5	5.56	49.45	66,310	.126	4,425	130	67	106,651	.117	2,916	3,012	21.2	.120	118		
San Luis Obispo.....183	33.2	.025	10	10.2	9.9	1.92	48.34	18,353	.034	1,925	219	57	29,311	.032	2,885	2,922	5.5	.034	136		
San Mateo.....183	111.8	.085	246	33.5	32.9	.83	59.22	53,840	.100	5,539	134	110	90,835	.100	2,710	2,740	24.6	.103	121		
Santa Barbara.....184	70.6	.054	26	21.2	20.3	1.34	39.98	45,033	.083	3,174	144	86	73,847	.081	3,477	3,565	14.3	.081	150		
Santa Clara (San Jose).....183	175.0	.133	134	51.9	50.7	5.61	54.07	98,840	.183	6,386	120	82	155,892	.171	3,003	3,045	30.8	.174	131		
Santa Cruz.....183	45.1	.034	103	15.0	14.5	1.71	54.88	26,842	.050	1,521	132	72	41,029	.045	2,741	2,787	7.3	.046	135		
Shasta.....182	28.8	.022	8	9.0	8.8	1.23	49.39	16,835	.031	1,568	132	59	26,492	.029	2,948	2,990	3.2	.031	141		
Sierra.....182	3.0	.002	3	1.1	1.1	.09	47.60	1,119	.002	84	95	78	1,974	.002	1,824	1,847	.5	.002	100		
Siakiyou.....183	28.6	.022	5	8.7	8.3	1.21	41.88	14,116	.026	956	112	78	21,206	.023	2,427	2,494	3.4	.024	109		
Solano.....183	49.1	.037	59	14.6	13.8	1.46	48.82	23,548	.044	3,649	212	91	40,787	.045	2,801	2,887	7.6	.049	132		
Sonoma.....183	69.1	.052	44	21.6	21.3	6.21	56.31	44,315	.082	2,313	134	66	69,205	.076	3,198	3,225	12.6	.076	146		
Stanislaus.....183	74.9	.057	50	21.9	21.7	5.73	53.19	42,923	.079	2,657	117	49	66,928	.073	3,058	3,075	13.2	.074	130		
Sutter.....182	18.7	.014	31	5.5	5.4	1.42	45.19	4,698	.009	575	130	49	8,543	.009	1,542	1,570	3.1	.010	71		
Tehama.....182	14.3	.011	5	4.5	4.4	1.74	54.20	7,310	.013	387	124	45	11,808	.013	2,638	2,663	2.0	.013	118		
Trinity.....182	4.0	.003	1	1.4	1.4	.33	52.64	1,035	.002	76	96	37	1,809	.002	1,258	1,270	N. A.	.002	67		
Tulare.....182	107.2	.081	22	29.6	28.6	6.37	45.01	43,396	.080	3,019	132	40	68,750	.075	2,320	2,365	14.2	.077	95		
Tuolumne.....183	10.9	.006	5	3.6	3.5	.40	46.78	6,344	.012	399	104	67	9,959	.011	2,768	2,800	1.2	.011	138		
Ventura.....184	69.7	.053	38	19.0	18.6	1.74	38.27	32,357	.060	2,590	123	65	52,693	.058	2,766	2,806	12.1	.059	111		
Yolo.....182	27.2	.021	26	7.8	7.3	1.34	46.99	12,400	.023	960	132	73	20,062	.022	2,580	2,671	4.3	.022	105		
Yuba.....182	17.0	.013	27	5.0	4.8	.56	47.89	14,395	.027	679	113	71	22,649	.025	4,529	4,660	2.6	.025	192		
STATE TOTAL.....	6,907.4	5.246	44	2138.2	2019.7	132.66	N. A.	3,949,993	7.300	317,788	138	92	6,550,002	7.188	3,063	3,162	1271.7	7.278	139		

For California City figures, see page 262.

Pacific States—City Data

WASHINGTON—City Data

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thou- sands)	% of County	% of State	% of U.S.A.	Fami- lies Est'd (in thou- sands)	% Owner- Occupied Homes	Average Rent or Rental value	Dollars (in thou- sands)	% of County	% of State	% of U.S.A.			Dollars (in thou- sands)	% of County	% of State	% of U.S.A.	Per Capita dol- lars	Per Fami- ly dol- lars	Thou- sands of \$1500 Pre- ferred families
Aberdeen.....	Grays Harbor..	18.8	35.45	1.09	.014	6.1	50.23	20.35	17,251	59.59	1.80	.032	11,327	18,566	18,693	42.93	1.29	.021	992	3,058	2.0
Bellingham.....	Whatcom.....	29.3	48.57	1.69	.022	9.5	61.43	19.62	22,395	74.88	2.33	.041	13,706	12,455	25,503	59.81	1.76	.028	870	2,676	4.9
Bremerton.....	Kitsap.....	16.1	34.10	.87	.011	4.9	50.38	30.79	14,368	66.36	1.50	.027	4,405	661	13,490	40.40	.93	.015	891	2,736	2.5
Centralia.....	Lewis.....	7.4	17.91	.43	.006	2.5	56.59	16.13	6,478	36.10	.67	.012	4,650	N. A.	6,317	25.33	.44	.007	852	2,523	1.2
Chehalis.....	Lewis.....	4.9	11.73	.28	.004	1.5	53.23	20.71	6,575	36.64	.68	.012	N. A.	N. A.	3,687	14.78	.25	.004	759	2,405	1.6
Ellensburg.....	Kittitas.....	5.9	29.38	.34	.005	1.8	47.60	22.56	6,805	64.50	.71	.013	2,182	N. A.	4,427	29.89	.31	.005	745	2,533	.6
Everett.....	Snohomish.....	30.2	34.05	1.74	.023	9.7	53.07	21.77	26,179	63.73	2.73	.048	12,752	28,650	27,042	45.82	1.66	.030	895	2,799	5.1
Hoquiam.....	Grays Harbor..	10.8	20.38	.82	.006	3.5	54.18	18.74	5,136	17.74	.54	.009	3,304	18,837	9,097	20.89	.63	.010	840	2,625	1.9
Kelso.....	Cowlitz.....	6.7	16.81	.39	.005	2.2	44.77	18.74	5,951	29.41	.62	.011	1,585	N. A.	5,671	18.60	.39	.006	840	2,601	1.0
Longview.....	Cowlitz.....	12.4	30.84	.71	.009	3.6	46.20	22.88	10,049	49.66	1.05	.019	3,047	N. A.	9,918	32.54	.68	.011	801	2,728	2.0
Mt. Vernon.....	Skagit.....	4.3	11.36	.25	.003	1.4	56.64	23.09	7,564	44.26	.79	.014	N. A.	N. A.	2,805	11.48	.19	.003	656	2,082	.6
Olympia.....	Thurston.....	13.3	35.55	.76	.010	4.3	53.71	27.46	16,421	81.88	1.71	.030	5,177	14,523	13,467	45.88	.93	.015	1,016	3,100	2.4
Port Angeles.....	Clallam.....	9.4	43.07	.54	.007	2.9	57.49	19.58	7,796	76.08	.81	.014	3,155	N. A.	9,601	66.11	.66	.011	1,020	3,299	1.2
Pullman.....	Whitman.....	4.4	16.23	.26	.003	1.5	42.54	36.63	4,808	32.94	.50	.009	N. A.	N. A.	4,991	22.82	.34	.005	1,130	3,447	.6
Seattle.....	King.....	369.3	72.93	21.21	.280	126.4	44.38	28.29	300,260	87.77	31.28	.555	750,120	250,465	462,072	87.61	31.87	.507	1,255	3,657	67.4
Spokane.....	Spokane.....	122.0	74.10	7.03	.093	38.9	54.83	23.95	79,746	77.91	8.31	.147	120,287	56,624	140,288	86.41	9.68	.154	1,150	3,605	18.1
Tacoma.....	Pierce.....	109.4	60.09	6.30	.083	36.1	57.82	22.14	77,017	79.54	8.02	.142	95,064	94,107	111,002	76.06	7.66	.122	1,015	3,076	15.9
Vancouver.....	Clark.....	19.8	37.69	1.08	.014	5.5	53.38	21.23	13,868	66.62	1.44	.026	14,465	N. A.	15,589	52.56	1.08	.017	830	2,831	2.6

Before using these figures, see explanation page 9.



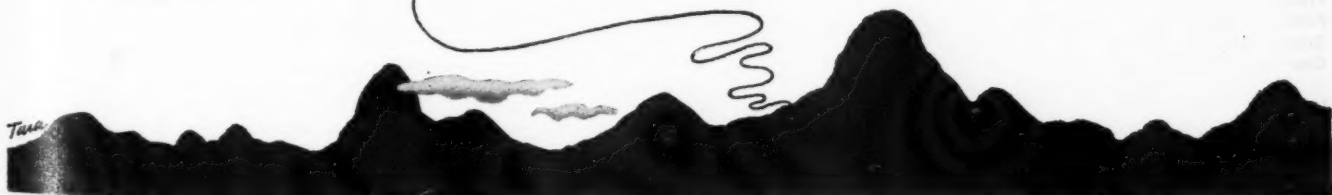
We're in cahoots

with the seven-league boots

We get to the Smiths and the Jones' and the Browns
In all of the cities, in all of the towns;
We fly through the air with the greatest of ease
While competitors' legs are cut off at the knees,
And all of the ears that the country folk loan us
Are handed to you as a beautiful bonus!
It's Something for Nothing, it's Coverage PLUS,
For the plowmen and cowmen get little but us!

*There are dealers in legions in outlying regions
Who've frequently stuck out their necks
To suggest to the boss that he'll Get It Across
By putting it on KNX!*

KNX • LOS ANGELES • 50,000 WATTS



COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA • OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
REPRESENTED NATIONALLY BY RADIO SALES LOCATED IN NEW YORK, CHICAGO, ST. LOUIS, CHARLOTTE, AND SAN FRANCISCO

APRIL 10, 1942

[261]

WASHINGTON—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U.S.A.	Families, Est'd (in thous- ands)	% Own- er- Occupied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U.S.A.	Per Cap- ita dollars	Per Family dollars	Thousands of \$1000 Preferred families
Walla Walla....	Walla Walla....	18.1	59.28	1.04	.014	4.9	51.13	23.94	16,862	89.52	1.76	.031	12,671	6,150	16,837	61.04	1.16	.018	930	3,411	2.4
Wenatchee....	Chelan....	11.6	33.77	.67	.009	3.6	43.64	24.58	15,397	68.96	1.60	.028	22,333	2,633	12,235	40.12	.84	.013	1,053	3,356	2.3
Yakima....	Yakima....	27.2	27.49	1.57	.021	8.5	50.43	24.74	32,679	65.60	3.40	.060	35,075	9,288	22,648	31.85	1.56	.025	832	2,654	4.5
TOTAL ABOVE	CITIES.....	848.3		48.87	.644	279.3			693,605		72.25	1.280			935,380		64.51	1.027	1,102	3,349	140.8
STATE TOTAL.		1,736.2			1.319	537.3	56.98		959,994			1.774			1,449,999			1.591	835	2,608	294.2

For Washington County figures, see page 256.

OREGON—City Data

Albany....	Linn....	5.7	18.55	.52	.004	1.9	46.78	20.57	5,997	55.08	1.05	.011	2,787	N. A.	4,762	34.20	.60	.005	842	2,534	.8
Astoria....	Clatsop....	10.4	42.07	.95	.008	3.3	48.59	20.55	10,159	70.62	1.78	.019	6,114	14,250	9,727	52.19	1.22	.011	936	2,950	1.5
Baker....	Baker....	9.3	51.06	.86	.007	2.8	55.07	17.27	7,663	81.58	1.34	.014	3,884	N. A.	6,914	54.74	.86	.008	740	2,438	1.1
Bend....	Deschutes....	10.0	53.79	.92	.006	3.0	60.58	20.16	8,386	75.05	1.47	.016	3,715	515	6,792	46.85	.85	.007	678	2,285	1.3
Corvallis....	Benton....	8.4	45.05	.77	.006	2.7	45.82	28.89	8,960	67.52	1.57	.017	2,300	N. A.	6,605	48.09	.83	.007	787	2,423	1.0
Eugene....	Lane....	20.8	30.16	1.91	.016	6.7	43.39	28.68	23,362	71.03	4.10	.043	10,210	7,589	21,375	47.92	2.67	.023	1,026	3,202	3.7
Grants Pass....	Josephine....	6.0	36.98	.55	.004	2.5	64.11	23.84	5,989	86.76	1.05	.011	804	N. A.	6,246	60.19	.78	.007	1,036	2,519	1.1
Klamath Falls....	Klamath....	16.5	40.74	1.51	.012	5.1	37.64	27.46	22,329	80.72	3.92	.041	9,344	8,044	16,389	41.72	2.05	.018	993	3,241	2.7
La Grande....	Union....	7.7	44.53	.71	.006	2.5	50.08	18.63	6,370	78.10	1.12	.012	2,846	N. A.	5,374	48.88	.67	.006	694	2,167	1.1
Marshfield....	Coos....	5.3	16.20	.48	.004	1.7	42.05	23.28	7,088	46.45	1.24	.013	N. A.	N. A.	3,825	17.32	.48	.004	727	2,212	.7
Medford....	Jackson....	11.3	31.15	1.04	.009	3.7	49.44	23.85	12,557	72.47	2.20	.023	7,505	1,719	11,234	46.81	1.40	.012	996	3,042	2.1
Oregon City....	Clackamas....	6.1	10.72	.56	.005	2.0	54.43	17.32	6,860	42.67	1.20	.013	831	N. A.	6,469	29.46	.81	.007	1,056	3,272	.8
Pendleton....	Umatilla....	8.0	33.99	.81	.007	2.4	41.65	23.42	7,909	61.30	1.39	.015	1,910	N. A.	5,658	30.09	.71	.006	640	2,380	.9
Portland....	Multnomah....	305.4	86.00	28.03	.232	102.1	48.31	25.65	235,018	95.56	41.23	.434	509,360	165,290	338,005	96.44	42.25	.371	1,107	3,312	47.1
Roseburg....	Douglas....	4.9	19.14	.45	.004	1.6	44.65	19.87	6,001	59.03	1.05	.011	N. A.	N. A.	6,224	43.86	.79	.007	1,264	3,919	.8
Salem....	Marion....	30.9	41.06	2.84	.023	8.9	48.84	24.05	25,510	73.61	4.48	.047	10,824	20,292	25,556	53.16	3.19	.028	827	2,871	4.0
The Dalles....	Wasco....	6.3	47.95	.58	.005	2.0	51.15	22.97	7,401	87.86	1.30	.014	3,466	N. A.	4,856	42.44	.61	.005	775	2,368	.8
TOTAL ABOVE	CITIES.....	473.8		43.49	.380	154.9			407,559		71.49	.754			486,011		60.76	.532	1,026	3,138	71.3
STATE TOTAL.		1,089.7			.828	337.5	55.43		570,001			1.054			799,993			.878	734	2,370	163.3

For Oregon County figures, see page 256.

CALIFORNIA—City Data

Alameda....	Alameda....	38.3	7.07	.53	.028	11.6	49.48	34.74	11,306	3.64	.29	.021	5,421	7,403	42,960	8.14	.66	.047	1,185	3,688	7.3
Alhambra....	Los Angeles....	38.9	1.40	.56	.030	12.8	53.52	34.95	23,988	1.47	.61	.044	3,137	13,327	41,415	1.53	.63	.045	1,064	3,246	6.1
Anaheim....	Orange....	11.0	8.44	.16	.008	3.5	47.27	23.69	6,512	10.49	.16	.012	4,143	3,065	10,050	10.14	.15	.011	911	2,871	1.8
Bakersfield....	Kern....	29.3	21.65	.42	.022	8.5	42.40	34.03	41,065	56.20	1.04	.076	17,905	5,519	30,086	26.54	.48	.033	1,029	3,527	5.0
Belvedere....	Los Angeles....	37.2	1.34	.54	.028	8.9	43.47	19.55	6,425	.39	.16	.012	2,453	N. A.	26,489	.98	.40	.029	712	2,967	5.2
Berkeley....	Alameda....	85.5	16.68	1.24	.065	28.2	46.00	41.62	40,347	12.99	1.02	.075	10,842	50,241	99,351	18.84	1.52	.109	1,161	3,522	18.9
Beverly Hills....	Los Angeles....	26.8	.96	.39	.020	8.4	41.48	95.35	37,544	2.31	.95	.069	4,551	4,902	42,622	1.58	.65	.047	1,589	5,062	8.0
Brawley....	Imperial....	11.7	19.61	.17	.009	2.9	32.01	16.52	6,639	22.59	.17	.012	4,487	950	8,692	18.81	.13	.010	742	2,959	1.2
Burbank....	Los Angeles....	34.3	1.23	.50	.026	10.6	64.25	34.32	13,247	.81	.34	.025	8,025	N. A.	34,330	1.27	.52	.038	1,000	3,227	5.9
Burlingame....	San Mateo....	15.9	14.26	.23	.012	5.1	58.81	52.58	13,843	25.71	.35	.026	1,800	672	19,060	20.98	.29	.021	1,196	3,764	4.5
Calexico....	Imperial....	5.4	9.06	.08	.004	1.3	28.32	16.86	4,135	14.07	.10	.008	1,595	N. A.	3,087	6.68	.05	.003	570	2,369	.8
Chico....	Butte....	9.3	21.68	.13	.007	3.0	51.11	25.43	11,129	48.32	.28	.021	3,207	N. A.	13,018	35.78	.20	.014	1,402	4,374	1.4
Compton....	Los Angeles....	16.2	.58	.24	.012	4.9	52.37	26.09	10,497	.64	.27	.019	1,794	3,885	15,238	.56	.23	.017	941	2,104	2.7
Culver City....	Los Angeles....	9.0	.32	.13	.007	2.9	49.67	29.56	7,111	.44	.18	.013	1,152	N. A.	7,323	.27	.11	.008	818	2,585	1.5
El Centro....	Imperial....	10.0	16.77	.15	.008	2.7	33.68	26.87	10,845	36.90	.37	.020	9,477	3,075	6,148	13.31	.09	.007	614	2,273	1.4
Eureka....	Humboldt....	17.1	37.23	.25	.013	5.6	50.03	22.80	13,820	56.78	.25	.026	6,058	6,393	14,619	38.54	.22	.016	857	2,621	2.7
Fresno....	Fresno....	60.7	33.98	.89	.046	17.5	50.96	30.04	62,987	64.82	1.59	.116	70,633	41,582	63,164	41.93	.96	.069	1,041	3,616	8.4
Fullerton....	Orange....	10.4	7.99	.15	.008	3.3	48.45	25.21	5,653	9.10	.14	.010	7,513	N. A.	9,881	9.97	.15	.011	946	2,988	1.9
Glendale....	Los Angeles....	82.6	2.96	1.19	.063	28.3	47.16	39.00	52,480	3.22	1.33	.097	10,467	10,045	89,547	3.32	1.37	.098	1,084	3,411	17.2
Grass Valley....	Nevada....	5.7	29.56	.08	.004	1.8	48.73	25.91	5,289	48.40	.13	.010	342	N. A.	4,445	25.65	.07	.005	780	2,516	1.0
Hanford....	Kings....	8.2	23.41	.12	.006	2.3	47.58	21.19	8,448	49.97	.21	.016	3,271	N. A.	6,243	23.75	.10	.007	758	2,669	1.2
Hayward....	Alameda....	6.7	1.31	.10	.005	2.1	54.99	27.36	10,153	3.27	.26	.019	1,124	N. A.	7,487	1.42	.12	.008	1,111	3,527	1.0
Huntington Park....	Los Angeles....	28.6	1.03	.41	.022	9.6	35.37	30.02	26,709	1.64	.88	.049	7,763	16,524	35,981	1.33	.55	.039	1,256	3,757	6.1
Inglewood....	Los Angeles....	30.1	1.08	.44	.023	9.4	58.58	32.77	15,765	.97	.40	.029	2,415	3,514	26,932	1.00	.41	.031	894	2,854	3.8
Lodi....	San Joaquin....	11.1	8.26	.16	.008	3.4	51.31	23.67	8,202	12.01	.21	.015	4,505	4,548	8,028	7.53	.12	.009	725	2,342	1.8
Long Beach....	Los Angeles....	164.3	5.90	2.38	.125	58.4	31.72	31.13	100,970	6.20	2.56	.187	46,814	66,409	223,396	8.27	3.41	.245	1,380	3,826	34.8
Los Angeles....	Los Angeles....	1,504.3	54.00	21.77	1.142	490.6	N. A.	N. A.	920,899	56.54	23.31	1.702	156,085	850,217	1,672,240	61.92	25.53	1.835	1,112	3,409	260.1

Before using these figures, see explanation page 9.



ANOTHER ten strike! Again in 1941 The Los Angeles Evening Herald-Express led all Los Angeles daily newspapers in national advertising. Here is the score as compiled by Media Records:

THE EVENING HERALD-EXPRESS

Exceeded 2nd daily newspaper by 356,465 lines

Exceeded 3rd daily newspaper by 527,257 lines

Exceeded 4th daily newspaper by 780,365 lines

This leadership, continued year after year, is evidence of the tremendous buying power of Evening Herald-Express readers in this ever-growing market, in which last year department stores alone registered a gain of 16 per cent in retail sales over the previous year.

Reach this money laden FIRST market of the West with the Los Angeles Evening Herald-Express...FIRST in A.B.C. city zone circulation ...FIRST in city and suburban circulation... FIRST in total circulation among all daily newspapers in the West.

PLUS MARKET!

Recognized as one of the nation's giant markets even before the days of armament production, Los Angeles now has a PLUS market of some 200,000 war industries workers with fat pay envelopes . . . all ready to buy—and buy—and buy!

LOS ANGELES EVENING

Herald-Express

Represented Nationally by PAUL BLOCK AND ASSOCIATES

APRIL 10, 1942

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SAN DIEGO

• Big enough and busy enough to be on your "A" schedule.

FEB. 1942 Circulation Averages

Showing increase over Sept. 1941 A B C

Union Tribune-Sun 102,198 -- up 26.2%
Sunday Union 75,076 -- up 29.9%

• Definitely NOT a "by-product" of your other Southern California advertising effort.

SAN DIEGO UNION and TRIBUNE-SUN

REPRESENTED NATIONALLY BY

WEST-HOLLIDAY CO., Inc. New York • Chicago • Cleveland • St. Louis • Seattle • Portland • San Francisco • Los Angeles

CALIFORNIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941 SM ESTIMATE				WHOLE- SALE SALES 1941 SM EST.	INDUS- TRIAL VOLUME 1941 SM EST.	EFFECTIVE BUYING INCOME 1941 SM ESTIMATE						
		Total (in thous- ands)	% of County	% of State	% of U S A	Fam- ilies, Est'd (in thous- ands)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita doll- ars	Per Fam- ily doll- ars	Thous- ands of \$1500 Pre- ferred families
Madera.....	Madera.....	6.5	27.70	.09	.005	1.8	52.13	21.41	5,431	62.76	.14	.010	1,965	N. A.	4,340	33.18	.07	.005	672	2,470	.9
Martinez.....	Contra Costa..	7.4	7.35	.11	.006	2.3	38.02	30.51	5,555	13.02	.14	.010	N. A.	N. A.	7,501	10.42	.12	.008	1,016	3,256	1.2
Marysville.....	Yuba.....	6.6	39.02	.10	.005	1.9	32.53	31.03	12,481	86.70	.32	.023	N. A.	N. A.	6,235	27.53	.10	.007	938	3,281	.8
Merced.....	Merced.....	10.1	21.57	.15	.008	2.8	36.78	25.67	11,185	50.50	.28	.021	2,833	977	6,652	18.88	.10	.007	656	2,396	1.4
Modesto.....	Stanislaus.....	16.4	21.88	.24	.012	5.1	41.38	27.65	23,294	54.27	.59	.043	9,307	14,275	17,982	26.87	.28	.020	1,098	3,535	2.7
Monrovia.....	Los Angeles.....	12.8	.46	.19	.010	4.1	52.91	27.13	6,273	.39	.16	.012	2,109	N. A.	15,250	.56	.23	.017	1,191	3,717	2.2
Monterey.....	Monterey.....	10.1	13.81	.15	.008	2.7	45.90	26.38	8,957	20.88	.23	.017	N. A.	11,851	9,240	13.65	.14	.010	916	3,412	1.6
Napa.....	Napa.....	7.7	27.16	.11	.006	2.6	49.55	28.16	9,887	69.83	.25	.018	1,490	N. A.	7,009	34.90	.11	.008	906	2,741	1.3
Oakland.....	Alameda.....	302.2	58.90	4.38	.229	99.3	42.88	32.51	212,761	68.52	5.39	.393	180,096	230,627	353,970	67.11	5.40	.388	1,171	3,564	50.4
Ontario.....	San Bernardino	14.2	8.81	.21	.011	4.3	52.70	22.57	8,237	11.13	.21	.015	2,134	6,105	13,547	10.81	.21	.015	954	3,140	1.9
Oxnard.....	Ventura.....	8.5	12.23	.12	.006	2.3	31.18	20.82	6,743	20.84	.17	.012	8,965	N. A.	5,760	10.93	.09	.006	678	2,538	1.0
Palo Alto.....	Santa Clara.....	16.8	9.59	.24	.013	5.5	50.42	50.09	14,004	14.17	.35	.026	1,267	N. A.	14,285	9.16	.22	.016	852	2,593	4.2
Pasadena.....	Los Angeles.....	81.9	2.94	1.18	.082	27.4	44.62	39.19	64,967	3.99	1.64	.120	17,081	8,866	111,002	4.11	1.69	.122	1,356	4,057	16.7
Petaluma.....	Sonoma.....	8.0	11.63	.12	.006	2.7	49.34	25.51	12,278	27.71	.31	.023	7,867	N. A.	9,327	13.48	.14	.010	1,161	3,411	1.4
Pittsburg.....	Contra Costa..	9.5	9.48	.14	.007	2.6	39.40	26.63	5,142	12.06	.13	.010	540	N. A.	6,951	9.65	.11	.008	730	2,723	1.3
Pomona.....	Los Angeles.....	23.5	.85	.34	.018	7.5	51.02	25.05	15,352	.94	.39	.028	10,610	6,163	26,836	.99	.41	.030	1,140	3,591	3.9
Porterville.....	Tulare.....	6.3	5.85	.09	.005	1.9	41.24	19.78	7,722	17.79	.20	.014	5,884	N. A.	4,657	6.77	.07	.005	743	2,407	.9
Redding.....	Shasta.....	7.1	28.16	.12	.006	2.5	38.05	29.71	12,285	72.97	.31	.023	3,934	N. A.	6,606	24.94	.10	.007	815	2,657	1.6
Redlands.....	San Bernardino	14.3	8.89	.21	.011	4.6	50.56	22.05	6,996	9.45	.18	.013	16,350	404	15,047	12.01	.23	.017	1,050	3,243	2.1
Redondo Beach..	Los Angeles.....	13.1	.47	.19	.010	4.4	44.26	21.22	4,669	.29	.12	.009	561	123	12,054	.45	.18	.013	921	2,739	1.9
Redwood City....	San Mateo.....	12.5	11.14	.18	.009	3.8	58.04	36.58	8,445	15.69	.21	.016	2,847	1,812	10,438	11.49	.16	.011	838	2,783	1.7
Richmond.....	Contra Costa..	23.6	23.54	.34	.018	7.3	51.32	25.60	11,174	26.20	.28	.021	9,465	98,673	22,791	31.65	.35	.025	984	3,102	3.7
Riverside.....	Riverside.....	34.7	32.88	.50	.026	10.4	50.48	26.00	20,425	42.31	.52	.036	17,508	2,945	42,821	58.75	.65	.047	1,234	4,105	5.4
Sacramento.....	Sacramento.....	106.0	82.21	1.53	.080	32.2	44.56	34.27	93,006	89.74	2.35	.172	79,246	41,075	129,822	71.37	1.98	.142	1,225	4,034	18.1
Salinas.....	Monterey.....	11.6	15.86	.17	.009	3.3	37.93	35.40	16,777	39.11	.42	.031	13,081	5,122	14,353	21.20	.22	.016	1,239	4,342	2.3
San Bernardino..	San Bernardino	43.6	27.09	.63	.033	13.5	47.88	24.19	32,066	43.31	.81	.059	15,527	2,734	50,791	40.54	.78	.056	1,184	3,767	6.2
S. Buenaventura..	Ventura.....	13.3	19.03	.19	.010	4.2	37.79	28.69	12,912	39.90	.33	.024	6,315	N. A.	13,315	25.27	.20	.015	1,004	3,182	3.1
San Diego.....	San Diego.....	203.3	70.28	2.94	.154	64.0	40.70	30.54	112,407	59.30	2.85	.208	80,467	53,947	236,440	81.50	3.60	.259	1,163	3,697	32.3
San Fernando.....	Los Angeles.....	9.1	.33	.13	.007	2.5	42.13	22.70	7,005	.43	.18	.013	3,041	N. A.	6,102	.23	.09	.007	671	2,419	1.2
San Francisco....	San Francisco..	634.5	100.00	9.18	.482	206.0	31.26	37.39	445,256	100.00	11.27	.823	1,715,045	387,456	818,597	100.00	12.50	.898	1,290	3,974	111.5
San Jose.....	Santa Clara.....	68.5	39.13	.99	.052	21.6	51.57	29.25	54,318	54.96	1.38	.100	27,236	59,162	73,996	47.47	1.13	.081	1,081	3,420	10.9
San Leandro.....	Alameda.....	14.6	2.85	.21	.011	4.4	62.50	36.22	5,097	1.64	.13	.009	N. A.	4,278	12,190	2.31	.19	.013	835	2,799	2.6
San Luis Obispo..	San Luis Obispo	8.9	26.71	.13	.007	2.8	46.16	27.94	8,886	48.42	.22	.016	3,261	N. A.	9,387	32.03	.14	.010	1,057	3,349	1.4
San Mateo.....	San Mateo.....	19.4	17.36	.28	.015	5.8	58.76	53.48	9,821	18.14	.25	.018	2,305	476	17,555	19.33	.27	.019	905	3,033	2.9
San Rafael.....	Marin.....	8.6	16.20	.12	.007	2.7	49.96	36.63	11,087	48.50	.28	.020	3,342	N. A.	7,223	17.99	.11	.008	843	2,703	1.3
Santa Ana.....	Orange.....	31.9	24.41	.46	.024	10.4	47.04	28.08	23,091	37.19	.58	.043	9,365	2,905	31,439	31.73	.48	.035	985	3,017	5.2
Santa Barbara....	Santa Barbara..	35.0	49.55	.51	.027	11.4	39.82	31.96	27,363	60.76	.69	.051	13,455	2,100	44,148	59.78	.67	.049	1,263	3,863	7.1
Santa Cruz.....	Santa Cruz.....	16.9	37.50	.24	.013	6.1	56.05	22.76	12,941	48.21	.33	.024	4,400	1,886	18,511	45.12	.28	.020	1,096	3,021	2.4

Before using these figures, see explanation page 9.

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 9 and following pages.

**LOS ANGELES
SAN FRANCISCO
SEATTLE**

**IN
WAR TIME
PEOPLE LIKE COLOR**

We mean colorful treatment of ad copy—copy that traps reader interest as quickly as colorful editorial matter • We mean colorful newspaper editing—editorial sparkle, colorful headlines, pictures galore—a brilliant cast of writers—all as typified in the outstanding appeal of three Sunday newspapers circulated throughout the Pacific Coast.

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SAN FRANCISCO SUNDAY EXAMINER
SEATTLE SUNDAY POST-INTELLIGENCER**

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"MUST"
BUY

SANTA MONICA

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MARKET
IN
SOUTHERN
CALIFORNIA

One of the "Key" Cities in Southern California
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Jan. and Feb., 1942

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A SEPARATE
TRADING AREA

120,075
U. S. CENSUS





RETAIL SALES
OVER \$35,000,000



Represented Nationally by West-Holliday Co., Inc.

CALIFORNIA—City Data—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CITY	COUNTY	POPULATION, 1940							RETAIL SALES 1941  ESTIMATE				WHOLE- SALE SALES 1941  EST.	INDUS- TRIAL VOLUME 1941  EST.	EFFECTIVE BUYING INCOME 1941  ESTIMATE							
		Total (in thous- ands)	% of County	% of State	% of U S A	Families Est'd (in thous- s'ds)	% Own- er- Occu- pied Homes	Average Rent or Rental value	Dollars (in thous- ands)	% of County	% of State	% of U S A	Dollars (in thous- ands)	Dollars (in thous- ands)	Dollars (in thous- ands)	% of County	% of State	% of U S A	Per Cap- ita dol- lars	Per Family dol- lars	Thous- ands of \$1500 Pre- ferred families	
Santa Maria....	Santa Barbara...	8.5	12.08	.12	.006	2.4	40.68	29.11	7,769	17.25	.20	.014	4,117	N. A.	8,108	10.98	.12	.009	951	3,322	1.3	
Santa Monica....	Los Angeles....	53.5	1.92	.77	.041	18.0	34.66	37.56	35,972	2.21	.91	.066	11,652	N. A.	54,720	2.03	.84	.060	1,023	3,036	8.6	
Santa Paula....	Ventura....	9.0	12.90	.13	.007	2.5	41.49	20.88	4,338	13.41	.11	.008	6,033	N. A.	10,924	20.73	.17	.012	1,216	4,457	1.2	
Santa Rosa....	Senoma....	12.6	18.25	.18	.010	4.2	45.05	28.90	15,425	34.81	.39	.029	10,985	2,209	13,040	18.84	.20	.014	1,035	3,073	2.2	
South Gate....	Los Angeles....	26.9	.97	.39	.020	8.2	54.23	28.35	8,765	.54	.22	.016	2,837	12,753	24,209	.90	.37	.026	898	2,953	4.9	
South Pasadena.	Los Angeles....	14.4	.52	.21	.011	4.8	48.33	42.63	4,637	.28	.12	.008	470	796	17,993	.67	.28	.020	1,253	3,773	3.7	
Stockton....	San Joaquin....	54.7	40.77	.79	.042	14.8	42.35	28.82	43,618	63.85	1.11	.081	41,463	24,547	66,674	62.52	1.02	.073	1,219	4,490	7.6	
Taft....	Kern....	3.2	2.37	.05	.003	1.0	35.74	22.40	5,322	7.28	.13	.010	N. A.	N. A.	3,641	3.21	.06	.004	1,136	3,605	.5	
Tulare....	Tulare....	8.3	7.71	.12	.006	2.4	48.58	22.45	8,328	19.19	.21	.015	1,750	N. A.	6,455	9.39	.10	.007	782	2,734	1.2	
Turlock....	Stanislaus....	4.8	6.46	.07	.004	1.5	52.17	21.17	6,029	14.05	.15	.011	N. A.	N. A.	4,996	7.46	.08	.006	1,032	3,278	.8	
Vallejo....	Solano....	20.1	40.86	.29	.015	6.0	36.88	32.51	14,353	60.95	.36	.027	3,252	N. A.	18,475	45.30	.28	.020	920	3,072	2.9	
Visalia....	Tulare....	8.9	8.31	.13	.007	2.7	45.85	27.57	10,212	23.53	.26	.019	2,521	N. A.	7,452	10.84	.11	.008	837	2,736	1.4	
Watsonville....	Santa Cruz....	8.9	19.83	.13	.007	2.7	36.97	25.42	8,998	33.52	.23	.017	5,964	N. A.	8,702	21.21	.13	.010	974	3,276	1.2	
Whittier....	Los Angeles....	16.1	.58	.23	.012	5.3	46.50	31.65	10,977	.67	.28	.020	7,113	2,025	19,122	.71	.29	.021	1,187	3,598	3.2	
Woodland....	Yolo....	6.6	24.36	.10	.005	2.0	50.82	29.57	6,692	53.97	.17	.012	3,233	N. A.	5,524	27.53	.09	.006	832	2,758	1.0	
TOTAL ABOVE	CITIES....	4,443.1		64.33	3.375	1424.			3033,739		76.80	5.606			5046,039		77.04	5.538	1,136	3,541	771.9	
STATE TOTAL.		6,907.4			5.246	2138.			3949,993		7.300				6550,002			7.188	948	3,063	1,271.7	

For California County figures, see page 258.

Before using these figures, see explanation page 9.

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Hawaii—Fastest Growing Section of U.S.A.

CERTAIN facts about Hawaii and its great metropolitan city of Honolulu are but little affected by the war raging in the Pacific; certain others belong in the category of war-time economy and these will be summarized first.

As the Survey of Buying Power goes to press here are salient changes in the life and customs of the territory: Hawaii is on a seven-day basis. To compensate for early closing of retail shops because of blackouts and curfew, the Sunday Labor Law has been suspended, thus permitting all businesses to remain open seven days a week. . . . Lieutenant General D. C. Emmons, commanding General of the Hawaiian department, foresees no serious disruption for Hawaiian sugar and pineapple industries. Plenty of cargo space for exporting of sugar, pineapples to the mainland. . . . War-

time conditions make it necessary for the population to look to the newspapers for the printed record of all official orders, regulations and bulletins. As a consequence newspaper circulations are currently running well ahead of last Fall and a year ago. . . . Though shipping schedules are military secrets, vastly increased quantities of merchandise are being shipped regularly to the Islands. . . . Retail sales volume in 1942 is running well ahead of last year's months.

While the *official* civil population of the Islands must continue to be quoted as of the 1940 census at 423,329, the local authorities agree that the civil population today is well over the 500,000 mark. Honolulu has shot ahead of the 200,000 mark. Despite this increase in population there continues to be a shortage of labor of all kinds in the Islands. Actual figures

cannot be quoted, but it may be said that there continues to be a tremendous defense employment with wages higher than in commercial life.

Because of the continued expansion of the civil population, and the necessary secrecy which must be maintained about the size of the Army and Navy forces, exact comparisons between Hawaii and the continental mainland on per family income or per family sales must be accompanied by explanations. However, for the fairly normal peace time years of 1936 to 1939 inclusive the Hawaiian figures on these factors place the territory among the top ranking mainland states.

Therefore, while the per family income figure for 1941 of \$4,191.00 and the per family retail sales figure of \$2,095.00 should perhaps be discounted to some extent because of uncertain factors about population, there is every reason to believe that in 1941 Hawaiian families continued on the average to hold their high comparative ranking with the top states on the mainland.

The Hawaiian Islands today are the West's fifth major market. Retail sales in only four western cities—Los Angeles, San Francisco, Seattle, Portland—exceed the Hawaiians' total.

The retail business of the Islands passes through 4,250 stores, according to the official retail sales census figures. In addition there are 2,166 professional services, 281 places of amusement and 115 hotels.

In addition to the normal city distributive centers, important retail outlets are the Army and Navy post exchanges and the plantation stores.

Manufacturing industries in Hawaii reported the employment of approximately 20,000 salaried persons and wage earners in 1939 and the production of commodities valued at \$134,005,264. These figures represent increases of 103% for salaried employes, 69% for wage earners as compared with 1919, the latest preceding year for which Census of Manufactures statistics for Hawaii are available.

Facts are now available on the amazing 40-year growth since 1899 when Hawaii became a territory of the United States. The number of manufacturing establishments has more than doubled, but the number of people employed has increased five-fold, and the value of manufactured products in 1939 was six times greater. Sugar refining and fruit canning and preserving are Hawaii's leading industries.

Economic and Market Highlights of the Territory of Hawaii

Population (civil only)	1930	1940
All Islands	369,305	423,329
City of Honolulu	137,500	179,359
Income	1940	1941
All Islands (in thousands)	\$339,800	\$380,512
Retail Sales (in thousands)		
Oahu	\$117,575	\$162,171
Maui	8,462	9,064
Hawaii	13,566	13,649
Kauai	5,192	5,372
All Islands	\$144,795	\$190,256
Wholesale Sales (in thousands)		
All Islands	\$91,707	\$127,854
Automobile Registrations	1940	1941
Oahu	49,881	59,913
Construction (Oahu)*	1940	1941
Permits issued	6,797	6,268
Estimated value of construction and repairs	\$10,845,312	\$11,874,279
Agricultural Products		
Sugar (value)	\$52,984,078	\$62,400,000
(tons)	951,411 short tons	922,300 short tons
Pineapple (approximate value)	\$46,161,344	\$63,310,372
	786,273,536 lbs.	1,450,139,220 lbs.
Production in Hawaii		
1940	\$286,258,938	
1941	\$266,383,682	

SOURCES OF FIGURES: Bureau of the Census and estimates of Honolulu *Star-Bulletin*; 1941 income estimate by SALES MANAGEMENT.

* Does not include Army and Navy Construction.

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Economy is another AIR EXPRESS feature. Look at the low rates quoted below. Remember they include special pick-up and special delivery at no extra charge within regular Railway Express vehicle limits in all cities and principal towns. International AIR EXPRESS to and from principal cities of Canada, Alaska, Bermuda, West Indies, Mexico, Central and South America. For service, just phone Railway Express and ask for AIR EXPRESS DIVISION.



EXAMPLES OF AIR EXPRESS ECONOMY

(Minimum Charge \$1.00. Rates by Air Miles)

Air Miles	1 lb.	3 lbs.	5 lbs.	10 lbs.	25 lbs.
200	\$1.00	\$1.04	\$1.12	\$1.32	\$2.00
500	1.00	1.28	1.60	2.40	5.00
1000	1.00	1.68	2.40	4.20	10.00
2000	1.00	2.48	4.00	8.00	20.00
3000	1.00	2.88	4.80	9.60	24.00

Proportionately low rates on heavier shipments

Direct 3-mile-a-minute service between over 370 key cities. Coordinated air-rail connections to 23,000 off-airline points.

'FASTEST WAY' MEANS AIR EXPRESS



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